

Christmas Gifts

SEARS, ROEBUCK AND CO.

CHICAGO • PHILADELPHIA • BOSTON • KANSAS CITY •
MINNEAPOLIS • ATLANTA • MEMPHIS • DALLAS • SEATTLE • LOS ANGELES

Shop Early, Shop Often, Sears Guarantee Satisfaction or Your Money Back. Don't miss the November Specials on Pages D, E, F and G in Center of Book. See Center of Book for Index, Easy Terms and How to Order.

1940'S BEST DOLL BUY!

~~\$2.00~~ Value

- 16 inches tall • Sleeping eyes
- Crying voice • Turning head

The prettiest dressed baby ever offered at this unheard of low price! Cotton filled body shaped to sit alone like costly dolls. Daintily dressed. Lustrous celanese rayon coat, trimmed with nice quality lace; ruffled, shirred, ribbon tied bonnet; cute organdy dress; rubber panties; rayon socks; booties. Shipping weight, 1 lb. 12 oz.

49 N 3102

\$1.00





A Sears "Best Buy" Worth About TWICE Our Low Price

**MAGIC
WRAPPING
ASSORTMENT**

79¢
Complete

We think this is the best wrapping assortment you can buy at anything near this price. Every piece has been carefully selected from the very latest designs for color, beauty, design and attractiveness, and we know you will be more than pleased with it. We have made the price appealingly low—literally giving you *double your money's worth*. Instructions are included to help you with the "professional touches." Just look at all you get! 39 Wrapping Sheets (20x30 in.)—8 Fancy Decorated 23 White, 5 Red, 3 Blue; 125 ft. of Cellophane Ribbon, 1/4 to 3/4 inches wide, in Red, Blue, Printed and Plain; 33 feet of Tinsel Ribbon, 5/16 to 1/2 inches wide, in Green and Silver, Blue and Silver; 50 feet of Red Rayon Cord; 113 Assorted Seals, 9 strung Tags, 27 Enclosure Cards. From the big, strong beautifully designed sheets of wrapping paper down to the smallest seal—we've packed quality into every detail! 3 N 5555—In gift box. Shpg. wt., 2 lbs. 8 oz. **79c**

Standard Assortment—75c Value

(Not shown). 45 Wrapping Sheets (20x30 in.)—3 Fancy decorated, 30 White, 6 Red, 6 Blue; 45 feet of 1/4 inch Red Cellophane Ribbon; 100 feet of Red, Green and Silver Cord; 33 feet of Assorted Red and Silver, Blue and Silver Tinsel Ribbon, 5/16 and 3/8 inch wide; 100 Assorted Cards, Tags and Seals. 3 N 5550—Shpg. wt., 1 lb. 3 oz. **49c**

Thrift Assortment—A Grand Bargain

(Not shown). 32 Wrapping Sheets (20x30 in.)—2 Fancy, 18 White, 6 Red, 6 Blue; 165 feet of Red, Green and Silver Color Cord; 140 Assorted Cards, Tags and Seals. 3 N 5556—Shpg. wt., 12 oz. **27c**

You, Too, Can Easily
Make Gift Packages as
Beautiful as This One



175 Cards, Tags and Seals

Enough for your whole family! Only at Sears, Roebuck and Co. will you find so complete an assortment with each piece so well made. Includes: a large 5 1/4-in. red poinsettia seal, 3 3/4 in. holly and poinsettia spray, cut-out Santa Claus seals and many other cards, tags and seals in assorted sizes. A variety great enough so that you can make each gift individual.

3 N 5558—Shpg. wt., 7 oz. 175 Pieces. **19c**

100 Cards, Tags and Seals (Not illus.)

3 N 5567—Shpg. wt., 3 oz. 100 Pieces. **10c**

Attractive Gift Tissues

Make a good impression with colorful Christmas papers! Sheet size, 20x30 in.

3 N 5569—24 Sheets of White. Shipping weight, 12 oz. Only. **10c**

3 N 5557—10 Sheets of Ass't Decorated. Size, 20x28 in. Shipping wt., 6 oz. Only **10c**

3 N 5570—5 Sheets of Ass't Decorated. Better quality—deeper, brighter colors.

Shipping weight 8 oz. Only. **10c**

3 N 5566—38 Sheets Assorted. 22 White, 6 Red, 2 Green, 4 Blue and 4 Decorated.

Shpg. wt., 1 lb. 4 oz. For only. **21c**

Brand New Ribbon Assortment

A 40c value! 100 ft. of assorted ribbons—offered by Sears for the first time! Designed cellophane and tinsel ribbons, ranging in widths from 3/8 to 3/4 in. Put up on 7 cards. 3 N 5573—Shipping weight, 5 oz. **29c**

45 Feet of 1/4 inch Tinsel Ribbon

(Not illus.) Red and Silver, or all Silver. 3 N 5593—State color. **10c**

90 Feet of 1/4 inch Cellophane Ribbon

(Not illustrated) Red, Blue or Green. 3 N 5589—State color. **10c**

Shipping weights, above, 2 ounces. **10c**

CARDS FOR THOSE WHO WANT THEIR NAMES PRINTED



50 Christmas Folders with Envelopes Your Name Printed at this Low Price

89c

An astounding value, even for Sears! Worth every penny of \$1.50, this assortment includes designs lovely enough to dazzle your most particular friends. Here's what you get: 10 each of 4 designs, 2 each of 4 designs, and 1 each of 2 designs—50 folders in all! Candles, carolers, outdoor scenes, wise men—the very spirit of Christmas is captured in these outstanding personal folders. Lithographed in five rich colors on fine quality paper with a distinctive fancy finish. Every folder with inside design and different sentiment. All are 4-fold type, 5 1/2 x 4 in. Minimum order accepted is fifty. **Print name wanted.** See NOTE below.

3 N 05710—Shpg. wt., 1 lb.

50 Folders and Envelopes for **89c**

NOTE: Your name printed on third page in suitable black type. The same name will be printed on all folders—no split orders accepted. Allow one day for printing. 3 N 5717F and 3 N 5718F shipped separately from printers (allow 3 days). Raised printing looks and feels like engraving. **Print name.**

25 Christmas Folders with Envelopes

95c

A \$2.00 value! 5 each of 5 designs, all with gold or silver color foil underlays, cut-outs and inside designs; all but one are embossed. Lithographed in colors on smooth weave paper. Two poinsettia designs, a stage-coach scene, candle design and a snow scene offer a wide choice for all tastes. Varied sentiments. Size, 5 1/2 x 4 1/2 in. Minimum order, 25 **Print name.** See NOTE below.

3 N 05716—Shpg. wt., 12 oz. **95c**

25 Xmas Folders with Envelopes

\$1.39

You'd pay \$3.00 for these elsewhere! The lovely poinsettia and candle design is a genuine steel engraving, hand water-colored in 3 colors. Steel engraved inside design and sentiment. Size, 5 1/2 x 4 1/2 in. **Print name.** See NOTE below. Shpg. wt., 14 oz.

3 N 5717F—25 Name Printed **\$1.39**

3 N 5718F—25 with Name in Raised Printing. **1.65**



19 FOLDERS FOR

39¢ Our Best Christmas Card Value
Wins 4-Star Honors Because:

- ★ It has costly features—Silver color raised printing—glistening foil underlays—silk cord, tassel ribbon decorations—cut-out designs!
- ★ It reflects modern advancements in color and design—new ways of expressing the old-fashioned warmth and richness of the holiday season!
- ★ New process lustrous finish on many cards—the designs gleam with twice the beauty of ordinary cards! A brand new effect!
- ★ They are printed or lithographed on fine quality papers, many with a silk-like sheen—no two designs are alike—some have inside design!

We honestly believe that this is the greatest Christmas card value in America! We don't think there is another one that offers such satisfying, heart-warming beauty at anywhere near this price! Includes all your favorite Christmas scenes: candles, poinsettias, outdoor snow scenes, bells, doorways—and many others! In addition to all this, there is the sensational new lustrous finish on many of the cards... the designs are covered with a thin layer of laminated cellophane so that each detail is enhanced. Selected sentiments. 4-fold type, 5½x4¼ to 6¼x4¾ in.

3 N 5670—Shipping wt., 10 oz.....19 De Luxe Folders with Envelopes in Fancy Box 39¢



25 Christmas Folders with Envelopes 25¢
Sears Thrift Assortment... Worth 50¢

Don't forget anyone this year—our "penny apiece" assortment will take care of all your Christmas list! They're actually worth twice this price, so you're getting double your money's worth! Each has its own envelope, there are no two alike and they're all large sizes (4¼x4½ to 4¾x4¾ in.) Lithographed or printed in colors on smooth finish papers with inside designs (a feature rarely found at this price). All are the expensive 4-fold type with friendly cheery greeting—assorted sentiments.

3 N 5672—Shpg. wt., 8 oz.....25 Folders and Envelopes In Fancy Box 25¢

Copyright, 1940 by Sears, Roebuck and Co. Printed in U.S.A.

Send Christmas Greetings

CARDS FOR THOSE WHO WANT
TO WRITE THEIR NAMES



21 Colorful Christmas Folders 59¢
Each with an Envelope!

This year, why not save almost half on your Christmas cards? Yes, sir—these cards of ours are the same quality (if not better) as those agents are selling for \$1.00. The assortment includes the same gold or silver color foil underlays, the same delicate cut-outs, even the expensive looking ribbon and tassel trimmings! The designs are brand new; you'll get cards with poinsettias, candles, snow scenes, holly and bells—all printed or lithographed in rich colors on fancy and smooth finish papers. All are the 4-fold type, with charming inside designs. Sentiments are assorted, so you can say "Merry Christmas" to different folks in the warmest, friendliest way possible. You save, too, by writing your name on each card yourself. Sizes range from 5½x4¼ to 6x5 in. Shpg. wt., 12 oz.

3 N 5671.....21 Folders with Envelopes In Fancy Box for Only 59¢



25 Exquisite Folders and Envelopes 79¢
Our Finest Cards... Usually Sells for \$1.75

One of 1940's newest and most "Christmasy" assortments! You'd pay 50¢ at least for the four silk ribbon-trimmed cards alone! Some are lithographed, some are steel engraved, one is even embossed. Cutout designs reveal the gold and silver color underlays—many expensive tip-ons—fancy paper—inside designs and extra large sizes (5½x4¼ to 6½x5½ in.)—they couldn't be nicer! Shipping wt., 12 oz.

3 N 5667.....25 Of Our Very Best Christmas Folders with Envelopes in Fancy Box 79¢

WishbookWeb.com



(A)
Corduroy With Hood \$3.98
Without Hood \$2.98

(B)
Rayon Suede \$3.49
Blanket Cloth \$2.98

(C)
Celanese Rayon Taffeta \$3.98
Cotton Seersucker \$2.98
Cotton Poplin \$1.98

(D)
Misses' Sizes \$3.98
Women's Sizes \$4.48



Slippers 79¢

Cotton Chenille "Scuffies" to match robe (D) above. Same colors. Sold only with robe. Sizes: 3, 4, 5, 6, 7, 8. Wide width only. State shoe size, color.
▲ 7 N 6410M—Shpg. wt., 6 oz. 79¢

Give Her a Robe

Her First Choice . . . Your Best Buy
Priced to Please Your Christmas Budget

(A) Perfect gift for a luxury-loving lady! Fine Wale Corduroy house coat with an enchanting, contrastingly lined hood that falls back into a cowl collar. Crown zip closing, about 24 inches long. Wide sweeping skirt. Length, about 55 in. Colors: Scarlet Red or Royal Blue. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; see Size Scale at right below.
▲ 7 N 6416—Hooded Robe Shpg. wt., 2 lbs. 10 oz. \$3.98
▲ 7 N 6417—Robe without Hood, Shpg. wt., 2 lbs. 3 oz. . . \$2.98
Garments marked with triangle ▲ are shipped from Fashion Headquarters in New York City. Order and pay postage from nearest Mail Order House.

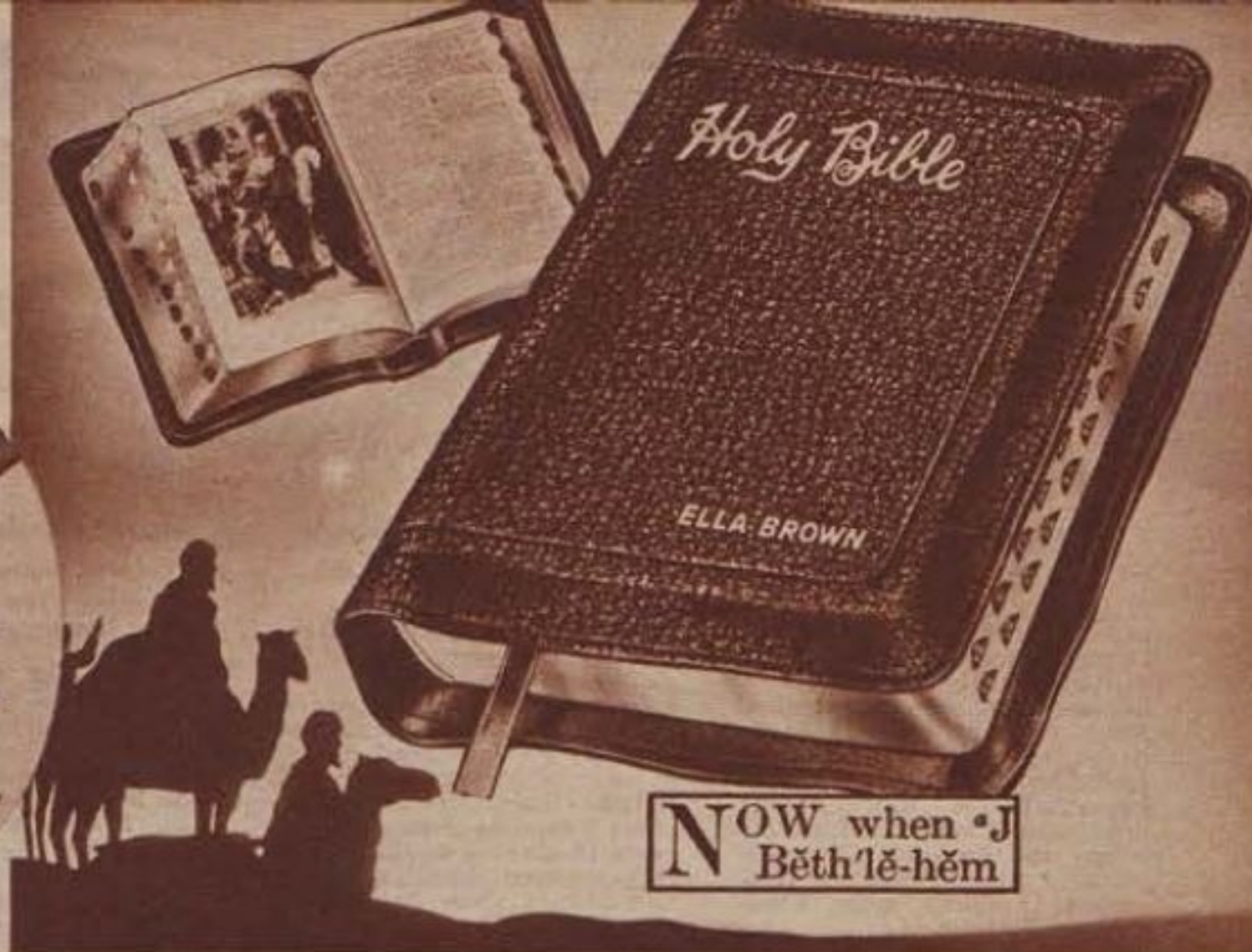
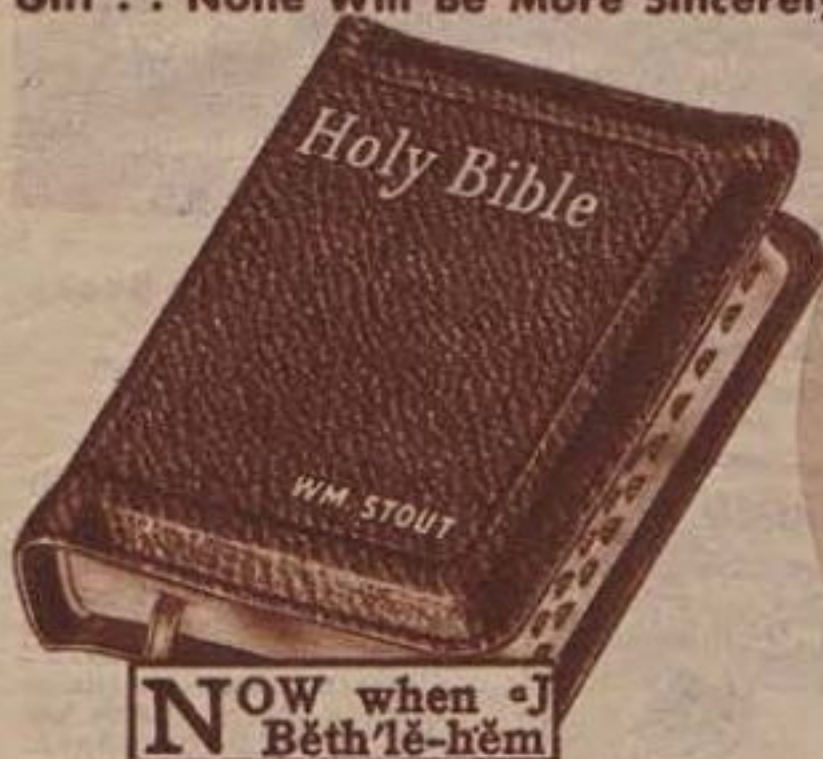
(B) Just the gift for someone SPECIAL—she'll never guess its low price! Exquisitely tailored robe in two cozy better quality fabrics. Full-flaring skirt, soft shawl collar. Shimmery Rayon Satin binding, cord girdle. About 56 in. long. Sizes: Extra-Small, Small, Medium or Large. State size, color; see Size Scale below. Shpg. wt., each, 2 lbs. 11 oz.
Velvety-Smooth All Rayon Suede 77 N 6503—Dusty Rose or deep Copen Blue. \$3.49
Soft, Fleecy Cotton Blanket Cloth 77 N 6502—American Beauty, Baby Blue or Royal Blue. . . \$2.98

(C) House coat of the year in three fabrics! Flashing plaid panel, new pockets and set-in waistband make it a super-flatterer! Crown zip front, about 30 in. Lgth., about 56 in. Colors: Royal Blue or American Beauty, harmonizing Plaid. Misses' Size Range: 12, 14, 16, 18, 20, 22. State size, color; size Scale below. Shpg. wt., each, 2 lbs.
▲ 7 N 6435—Celanese Rayon Taffeta (\$5.95 value). . . . \$3.98
▲ 7 N 6436—Our Finest Washfast Cotton Seersucker. Do not confuse with cheaper quality. \$2.98
▲ 7 N 6437—Our Better Washfast Cotton Poplin. . . \$1.98

(D) She'll adore the cozy comfort and flowing lines of this good quality, deeply piled Cotton Chenille robe! Gift-givers will welcome its low price! Wide revers, smart bell sleeves and inside ties. Self sash nips a flaring skirt! About 56 in. long. See slippers to match it above!
Colors: American Beauty, Dusty Rose or Bluebird Blue. State size, color; size Scale below. Shpg. wt., each, 2 lbs. 12 oz.
▲ 7 N 6420M—Misses' Size Range: 12, 14, 16, 18, 20 only \$3.98
▲ 7 N 6421M—Women's Size Range: 40, 42, 44, 46. . . \$4.48

The Perfect Gift

For Young or Old . . . You Could Give No Finer Gift . . . None Will Be More Sincerely Appreciated



\$2⁹⁸ Helpful and Inspiring **\$3⁹⁸**
Teachers' Bibles

Without Zipper

With Zipper

• All Words spoken by Jesus clearly marked in Red
• 60,000 Valuable Center Column References
• 72 pages of study aids; 150-page Concordance
\$3.75 quality! Genuine top grain limp leather, overlapping covers, 1547 red-under-gold edge pages; size, 5x7 1/4 in. 16 illustrations (8 in rich colors), 18 colored maps. Thumb index and marker. Authorized King James Version. Bold face self-pronouncing type. Name on cover. Print name wanted.
3 N 2882—Boxed. Postpaid.....\$2.98

With Convenient Slide Fastener Binding
Otherwise same as above. You'll enjoy this extra help.
3 N 2881—\$4.75 quality! Print name. Postpaid.....\$3.98

Give a Bible . . . the True Spirit of Christmas

\$4⁹⁸

Without Zipper

• Complete Special Red Letter Edition
• 60,000 Center Column References
• 268 pages of Combination Concordance
A \$6.50 value! All the following PRINTED IN RED: words of Christ . . . all Old Testament prophecies about Christ . . . all passages of the Old Testament quoted by Christ . . . All references to the words of Christ in the center columns of the Old Testament! 4500 questions and answers. Genuine top grain leather binding. 4 pages of family record. 64 illus., 32 in color. 16 pages of colored maps. Thumb index; red-under-22-K-gold edges. 1556 pages, size 5 1/2 x 8 1/4 in. Self-pronouncing King James Version. Name in gold on cover. Print name.

\$5⁹⁸

With Zipper

Without Zipper Same as Above but with Zipper Binding
3 N 2839—Postpaid \$4.98 3 N 2822—Postpaid. A \$7.50 value!.....\$5.98



Children's Bibles
98c **\$1⁹⁵**

For Home or School
\$1⁰⁰ **\$1²⁹**

Teachers' Bibles
\$1¹⁵ **\$1⁸⁷**

Old Folks Bibles
\$2²⁹ **\$4⁹⁸**

Imitation Leather Genuine Leather

• 64 pages of Simple Bible Helps
• Convenient Daily Reading Course
• Colored Illustrations and Maps
Designed for young people . . . yet suitable for grown-ups. All ages will appreciate the self-pronouncing text in bold face type . . . the 16 illustrations (8 in color) and maps—the 64 pages of Bible facts. Imitation leather cover. Over 1380 red-edged pages, size 4 1/2 x 6 1/2 in. King James Version. Name in gold on cover. Print name. Boxed.
3 N 2853—Postpaid.....98c

Genuine Top Grain Leather Cover
\$2.50 value! Luxurious flexible overlapping covers. Additional illustrations, 32 in all, 20 colored. Amber-under-gold edges. A deluxe edition—a lifetime investment in any child's affectionate remembrance.
3 N 2854—Postpaid.....\$1.95

Black Letter Red Letter

• 120 pages of Revised Questions and Answers
• 40 pages of Bible Study Aids
• Daily Reading Course
All the above features plus 15 illustrations (8 in color)—plus the sturdy binding—plus the leather-like overlapping covers—for a price so low it's hard to believe! Clear, self-pronouncing type. Over 1000 red-edged pages, size 4 3/4 x 7 1/4 in. Silk marker. King James Version. Nicely boxed. Name on cover. Print name.
3 N 2828—Postpaid.....\$1.00

With Words of Jesus in Red
Otherwise same as above.
3 N 2883—Postpaid.....\$1.29
Rich Durable Genuine Leather
Like 3 N 2883, but with deluxe binding, gold edges.
3 N 2825—Postpaid... \$2.25

Black Letter Red Letter

• Words of Christ in Red
• Helpful Bible Readers' Aids
• 1215 Gilt Edged Pages
• Center Column References
A Bible so simple and yet so complete it will be cherished by all! Contains features formerly found only in higher priced Bibles—such as the superior quality binding that opens flat at any point, the red letter feature, center references and 8 pages of maps. Genuine leather overlapping covers. King James Version. Size, 4 3/4 x 7 inches. Name on cover in 22-K gold. Print name wanted. Attractively boxed.
3 N 2832—Postpaid.....\$1.87
Bound in Artificial Leather
Contents same as above except that all words spoken by Jesus are printed in black.
3 N 2803—Postpaid.....\$1.15

Cloth Cover Genuine Leather

• Printed in a larger, self-pronouncing bold-face type than that used in any other Bible of this size and price
A grand Bible for older folks and for all who desire a compact Bible with very large type. Rich cloth cover with rounded corners. Size, 5 1/2 x 7 1/4 inches. Self-pronouncing type. 24 colored illustrations and maps. King James Version. Over 1900 red-edged pages. Print name.
3 N 2888—Postpaid.....\$2.29
Rich Flexible Genuine Leather
Same as above, but with long-wearing overlapping binding.
3 N 2887—Postpaid.....\$4.98
Center Reference Economy Bible
Slightly smaller not self-pronouncing type. Without illus. 768 pages, 11 1/2 x 8 3/4 in. Clothbound.
3 N 2805—Postpaid.....\$1.49

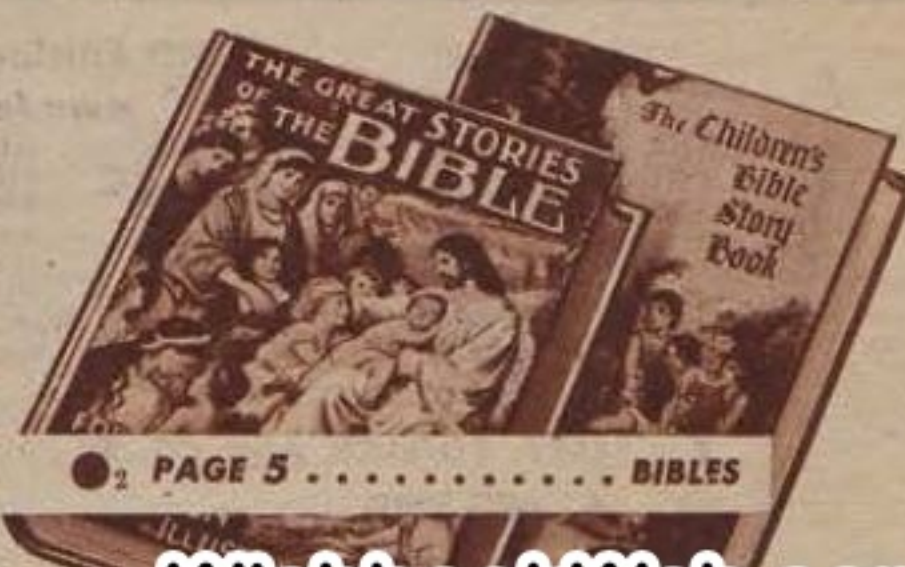


Genuine Leather

Words of Jesus in Red
An ideal gift. At this price you can afford to give several! Complete King James Text Bible. Small, yet clear self-pronouncing type. 15 lovely sepia (brown) illus. and presentation page. Size, 4x6 3/4 in. Name in gold if wanted. Print name. Postpaid.
3 N 2834.....\$1.00

Great Stories of the Bible

Enjoyably told in the simple wording children understand and remember. 87 interesting stories from both the New and Old Testament. 63 full page illus., 46 in color. 376 pages. 7 1/2 x 9 1/4 in. Gilt stamped cloth binding.
3 N 2981—Postpaid.....89c
Children's Bible Story Book
63 Old and New Testament Stories in easy reading words. 52 illus., one in full color. 184 pages, 9x6 3/4 in. Illustrated hard cover binding.
3 N 2982—Postpaid.....45c



● PAGE 5 BIBLES



Tap-a-Tune Book 25c Value Elsewhere

No knowledge of music needed—if the child can match numbers. Each musical note is numbered to match the corresponding key on the little 8-key xylophone. Box contains music book with 15 familiar songs and hammer for xylophone. Size, 10½x10½x1¼ inches. Every page illustrated. Postpaid.

21c

3 N 1804.....**21c**

Marvel Model Book Usually Sells for \$1.00

Many of these models actually work. 21 fine scale models lithographed on heavy cardboard! 22 of 35 pages are die-cut (no scissors needed) and in color. Parts are numbered, fitted. Instructions. Contains 6 models of modern aircraft (3 of them working models), a super detail model of the Mauretania, doll house, etc. Size, 13½x11¼ in.

89c

3 N 1819—Postpaid....**89c**

Mark Twain Books (Not Illustrated)

For over fifty years the world has loved these famous tales! Adventures of Huckleberry Finn—Now reduced to this low price! Adventures of Tom Sawyer Tom Sawyer—Abroad Tom Sawyer—Detective Tom Sawyer Grows Up—A sequel to the Tom Sawyer books The Prince and the Pauper—State titles. Postpaid.

45c

3 N 1633—Ea.**45c**

Gift Books

Gay, colorful books for the youngsters . . . chock-full of hours of entertainment and delight! Start your child early on the road to Right Reading with these books!

Walt Disney Books

"The Robber Kitten"
"The 3 Orphan Kittens"
"The Tortoise and Hare"
"The Wise Little Hen"

4 books that originally sold for \$1.00 each—for less than half the price of one! Stories and illustrations by the staff of the Walt Disney Studios—each book has about 20 illustrations, 6 full-page ones in color. Each has 40, 8¾x10-in. pages. Sturdy cardboard covers. Postpaid.

3 N 1729—4 for... **47c**



The "Bobbsey Twins"

The Bobbsey Twins In the Country At the Seashore State titles. 3 N 1718—Postpaid.

23c

More "Bobbsey Twins" Books

At Indian Hollow Solve a Mystery At Meadowbrook At the Circus Baby May On an Airplane At Cedar Camp Trip Camping Out At County Fair In a Radio Play In Eskimo Land Wonderful Secret At Snow Lodge Their School-mates At School In a Great City Keeping House On a Houseboat Treasure Hunting In Washington State titles.

3 N 1717—Postpaid. Each... **45c**

Picture Dictionary

Child learns to read and write by seeing picture, then word—printed in both regular type and script. 1200 illustrations with almost 5000 words clearly defined. 480 pages, size 11½x8½ in. Stiff covers.

3 N 2522—Postpaid, **45c**

Special Mother Goose

\$1.00 Value. Almost 400 verses—91 illus., 8 in full colors. 116 pages, size 9¼x12¼ in. Large type. Clothbound.

3 N 1822—Postpaid, **59c**

Follow the Dots

A grand set of five easy drawing books. By following numbered dots the child amuses himself and makes attractive outline drawings. Verses and pictures on every page. Gift box. Postpaid.

3 N 1877—5 for..... **24c**

4 Washable Cloth Books

Printed on real cloth—durable, practical! Each book has 8 pages; each page illustrated in color. Titles: "Book of Animals" "Three Little Kittens" "Animals" "Mother Goose." Postpaid.

3 N 1825—4 for **39c**

Treasure Box

10 children's stories—each seems like it's the best! Sleeping Beauty, Cinderella, Mother Goose, and 7 others! Box size, 5¼x6¼ in. Many pictures, colored every other page. Gift box.

3 N 1872—Postpaid, **33c**

Paint with Water

A brush dipped in clear water will bring out colors on page. 5 invisible Color Painting books with 12 pictures each, boxed with brush.

3 N 1882—Postpaid, **45c**

Surprise Package

60c Value 29c pkg.

For little boys and girls—hours and hours of fun! Each package contains 10 books, all different—reading books, paint books, cut-outs, puzzles, tricks—everything a youngster could want! May differ from illustration. Postpaid.

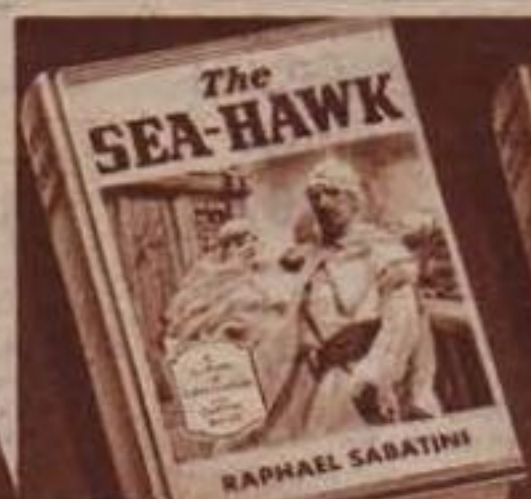
3 N 1725—10 for **29c**



Pollyanna "The Glad Book"

For Young and Old. 889 thousand copies sold for \$2.00—now at this low price! The inspiring story of the little girl who brought happiness to a whole town. The drama, tears and laughter in this beloved story and its spirit of gladness makes Pollyanna an enduring favorite! Clothbound.

3 N 1701—Postpaid, **45c**



Handsome New Editions Now at a New Low Price

The Seahawk—Sabatini
Bad Girl—Delmar
The Iron Trail—Brand
The Dim Lantern—Bailey
Farewell to Arms—Hemingway
Ramona—Jackson
River's End—Curwood
Texas Sheriff—Cunningham
Tarpaper Palace—Larimore
Whispering Smith by Spearman

Printed on excellent paper with cloth bindings.

3 N 226—State titles wanted. Postpaid. Each..... **49c**



Anne of Windy Poplars by Montgomery
Chip of the Flying U—Bower
Young Man of Manhattan by Brush
Hermit of Far End—Pedler
Case of Velvet Claws—Garner
The Thin Man by Hammelt
Green Bay Tree—Bromfield
Sorrell and Sen—Deeping
Six Feet Four—Gregory

3 N 226—State titles wanted. Postpaid. Each..... **49c**



Gift Books

Full Length Novels by Famous Authors

Every book is clothbound and well printed—in their original editions they cost up to \$2.50!

Pride and Prejudice by Austen
Destry Rides Again by Brand
Wuthering Heights by Brontë
Of Mice and Men by Steinbeck
Light That Failed by Kipling
Hurricane—Nordhoff and Hall
Manhattan Love Song by K. Norris
Love's a Puzzle by Baldwin
Spirit of the Border by Grey
Valley of Adventure—Gregory
Housekeeper's Daughter by Donald H. Clarke
Early Autumn by author of "The Rains Came," Bromfield
God's Country and the Woman by James Oliver Curwood
Steele of the Royal Mounted by James Oliver Curwood
Adventures of Ellery Queen

Arabian Nights—Unexpurgated selections; illus. 823 pages. State titles wanted. 3 N 216—Postpaid. Each.... **38c** Any 3 for **\$1.10**

Books that Thrilled You on the Screen

Forgive Us Our Trespasses by Lloyd Douglas
Freckles by Gene S. Porter
Mortal Storm by Boltome
Flowing Gold by Rex Beach
Green Light by Douglas
Escape by Ethel Vance
Turnabout by T. Smith
Stella Dallas by Prouty

3 N 210—State titles wanted. Postpaid. Each..... **69c**



Gift Edition of GONE WITH THE WIND!

Word for Word Like the \$3.00 Book!

49c

Postpaid

Absolutely complete—the same thrilling story that over one million people paid \$3.00 for, without pictures! Now in this handsome new gift edition with 12 illustrations in color from the motion picture! Fiery, provocative Scarlett—suave, unscrupulous Rhett—hating, struggling, loving passionately against the tumultuous background of the Civil War . . . glorious pages torn from history. Attractive cloth binding. 391 pages, 7½x9¾ in.

3 N 2025—Postpaid..... **49c**

6 • SEARS, ROEBUCK AND CO. •

For Children

Books children would choose for themselves... from the beloved Heidi to the super-modern Don Winslow! For an even larger selection, see our 1940 Fall General Catalog.



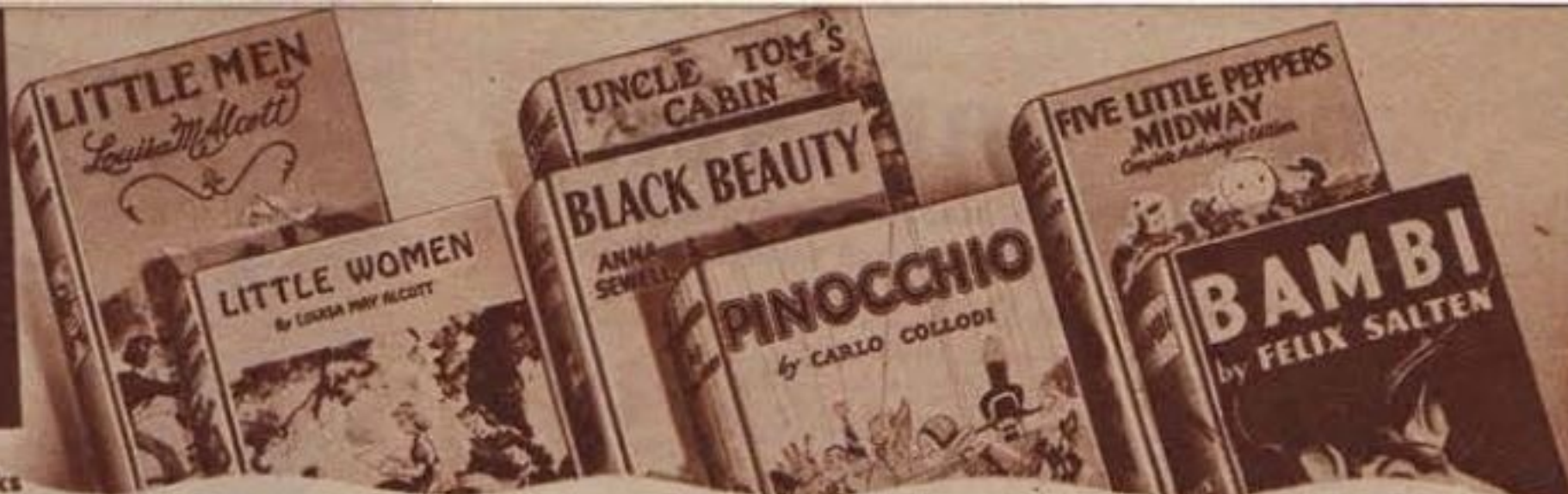
Famous Heidi Books
Heidi — by Johanna Spyri

Heidi Grows Up — by Johanna Spyri's translator. Many adventures and a happy ending.

Heidi's Children — by Spyri's translator. A warm tender story of Heidi's own great happiness and those she helps.

Moni, The Goat Boy by Johanna Spyri.
Toni, the Wood-Carver by Johanna Spyri.

Be sure to state titles wanted.
3 N 1714—Postpaid. Each.....



Children's Classics . . . Superior Values at Low Prices

Appealing books for boys and girls seven to seventeen years old! Written by famous authors . . . these stories entertain . . . thrill

by Louisa Alcott
Little Women
Little Men
Rose in Bloom
Old Fashioned Girl
Eight Cousins
Spinning Wheel Stories
Aunt Jo's Scrapbag
Kitty's Class Day
Garland for Girls
Under the Lilacs
Silver Pitchers

Black Beauty
Uncle Tom's Cabin
Little Lame Prince
Elsie Dinsmore
Elsie's Girlhood
Elsie's Womanhood
Princess and Goblin
Robinson Crusoe
Anderson's Fairy Tales
Grimm's Fairy Tales
Life of Kit Carson
Poor Little Rich Girl

. . . and develop an interest in good literature. All are nicely illustrated, many with colored illustration. Clothbound; large type.

Pinocchio
Story of a Bad Boy
Christmas Stories
King Arthur
Tom Brown's School Days
Kidnapped
Gulliver's Travels
Robin Hood
Hans Brinker
Treasure Island
Pilgrim's Progress
Alice in Wonderland

Bambi—The story of a lovable deer.
Five Little Peppers Midway
Five Little Peppers and How They Grew
Swiss Family Robinson
Dog of Flanders
Life of Daniel Boone
Toby Tyler
Adventures of a Brownie
Helen's Babies

45c

3 N 1714—Postpaid. Each.....

45c



Favorite Story and Coloring Books

All are big books, beautifully illustrated and with easy-to-read type. At this low price buy several—make it a lasting Christmas!

365 Bedtime Stories—One for every night of the year! 384 pages, 48 in full color.

365 Busy Days—A companion book to keep little hands out of mischief! 384 pages, 68 in color.

Complete Mother Goose—All of the old favorites.

Topper Paint Book—Paint without paints . . . a wet brush brings out the color like magic!

Big Big Paint Book—Jumbo size—lasts for weeks!

Story of Jesus

Great Big Story Book

Nursery Rhymes

Favorite Book to Color

The Christmas Book

Grimm's Fairy Tales

Wonderful Story Book

Children's Story Book

Be sure to state titles wanted.

3 N 1827—Postpaid. Each.....24c

Exciting Nancy Drew Stories

Nancy Drew, ingenious, alert, is the daughter of a famous criminal lawyer and she herself is deeply interested in his mystery cases . . . involving her in some very dangerous and thrilling ones!

Mystery of the Brass Bound Trunk—Priceless jewels are missing—how does Nancy solve the baffling case with only a strange trunk as her clue?

Clue of Tapping Heel
Password to Larkspur Lane
Haunted Bridge
Mysterious Letter
Whispering Statue
Ivory Charm Mystery
Old Clock's Secret
Message in the Hollow Oak

Clue in the Broken Locket
Mystery at Lilac Inn
Bungalow Mystery
Secret of Shadow Ranch
Secret of Red Gate Farm
Clue in the Diary
Sign of the Twisted Candle
Hidden Staircase

Be sure to state titles wanted.

3 N 1713—Postpaid. Each.....45c

The Lone Ranger Books

Ride the trail with Silver and the Lone Ranger in the pages of these action-packed books! Boys and girls both thrill to the hearty cry of "Hi-Yo, Silver! Away!"

Lone Ranger and Tonto—The latest!
The Lone Ranger
Lone Ranger and the Outlaw Stronghold
Lone Ranger and the Gold Robbery
Lone Ranger and the Mystery Ranch

Be sure to state titles wanted.

3 N 1715—Postpaid. Each.....45c

Don Winslow of the Navy—by F. W. Martinck
The thrill-cramped adventures of this brilliant young secret agent of the U. S. Naval Intelligence Service. 214 pages. Clothbound. In colorful jacket.

3 N 1727—Postpaid.....45c

for Adults



Straight Shooting Novels

By Zane Grey

Knights of the Range—A lass defends her land with all the fury of her hot Spanish blood—and wins the man she loves!

Raiders of Spanish Peaks

Lone Star Ranger

Lost Wagon Train

Mysterious Rider

Riders of the Purple Sage

Code of the West

Hash Knife Outfit

Wanderer of the Wasteland

Betty Zane

West of Pecos

Nevada

Sunset Pass

Drift Fence

Arizona Ames

Rainbow Trail

Wildfire

State titles.

3 N 303—Postpaid.....69c

Zane Grey's Last Book!

30,000 on the Hoof—The story of two red-blooded Americans, who wrested a home for themselves and children in the wilderness . . . tireless—heroic—triumphant! Don't miss this epic tale of early American days—it will inspire you with its courage and faith!

3 N 2011—Postpaid.....\$2.00

My Son, My Son—by Howard Spring. Two fathers and two sons—their loves and lives curiously intermingled—and a woman who was too beautiful to resist! Postpaid.

3 N 2001.....89c

All This and Heaven Too—by Rachel Field. The story of love, murder and passions unleashed. Motion picture edition, just like the original \$2.50 edition, but with 15 extra illus. Clothbound.

3 N 2020—Postpaid.....\$1.39

The Yearling—by M. K. Rawlings. How a lad found strength and courage through a great sorrow. Was \$2.50—now for a short time at this price. Clothbound.

3 N 2028—Postpaid.....\$1.29

Tony's Scrap Book—by Tony Wons. 1940 edition. This yearly collection of wit and inspiration brings cheer to all.

3 N 2260—Postpaid.....89c

Rebecca—by Daphne du Maurier. A superb love story with moments of drama and suspense. The complete original story in a new motion picture edition—with facsimile autographs of author and movie stars. Illustrated from the movie. Paper covers.

3 N 2007—Postpaid.....69c

Kitty Foyle—by Christopher Morley. The confession of a woman, written with the candor that every woman recognizes . . . baring every secret of a passionate love. At this sensationally low price for the first time!

3 N 2024—Postpaid.....89c

"Harbor Lights of Home"—Edgar A. Guest's two latest books of poetry—each worth \$1.25—bound together in gold stamped cloth cover. Postpaid.

3 N 2258—Both for.....\$1.00



A facsimile autographed portrait of Mrs. Hill free with every copy of every one of her novels!

Take Advantage of this Gift Opportunity!

In every copy of each Grace Livingston Hill novel you will find a handsome sepia portrait bearing her facsimile autograph absolutely without extra charge!

Heart Moving Novels—by Grace Livingston Hill

Maris—Mrs. Hill's latest book! Maris realizes, three weeks before her wedding, that she will never marry wealthy young Tilford Thorpe. Read how she finds strength from a source that never fails.

Homing—What is the secret in the old trunk that leads lovely Jane Scarlett to love and happiness?

Marigold—A scheming woman, a frustrated elopement, and a beautiful young woman with red-gold hair!

Christmas Bride

Enchanted Barn

Girl from Montana

Beloved Stranger

Matched Pearls

Mystery Flowers

Rainbow Cottage

Substitute Guest

Brentwood

White Orchids

Beauty for Ashes

Voice in the

Wilderness

Out of the Storm

Strange Proposal

Patch of Blue

Daphne Deane

Sunrise

April Gold

The Witness

Honor Girl

Silver Wings

Phoebe Deane

White Flower

Be sure to state titles wanted.

3 N 828—Postpaid. Each.....69c

GIFT TREASURE

For Other Suggestions in Gift Stationery,
See Our Big General Catalog

A Twice-Welcome Gift . . . Useful . . . Lovely

Ordinarily you'd spend up to \$2.50 for a chest like this! Take advantage of our low price to thrill your best girl—whether she's wife, sweetheart, or mother—with this luxurious curved front cedar chest, packed with white linen finish stationery! She'll love the refreshing fragrance of genuine Tennessee Red Cedar, as well as the glossy finish and brass plated lock and key. Made to last, too—for it has Sears superior lock-corner construction to prevent splitting of wood. Shipping weights, 3 pounds 6 ounces and 3 pounds 14 ounces.

\$1.39

Medium Size

Medium Size Chest
Size overall, 12½x7¼x3½ in. 24 folded sheets, 6½x5½ in. 24 matching envelopes, 5½x3¾ in.
3 N 3115.....**\$1.39**

Deluxe Large Size Chest
Size overall, 12½x8½x4¼ in. 24 flat sheets, 6½x10¾ in. 24 matching envelopes, 6½x3¾ in.
3 N 3179.....**\$1.79**



Flatter Her With This Fine Grain Cedar Chest

\$1.69 You'd expect to pay \$2.75! The chest thousands choose, year after year . . . sumptuous in appearance, yet costing so little. Brass plated corner panels with black enamel stripes and black hand painted stripe all around. Brass plated lock and key. Contains 24 folded sheets of white linen finish paper, 5½x6½ in., and 24 5½x3¾ in. envelopes. Shipping weight, 2 lbs. 4 oz.
3 N 3151—Size, 11½x6½x4¼ in.....**\$1.69**

Our Thrift Chest . . . An Exceptional Value!

89c A \$1.50 chest in most shops! She won't guess the low price of this charming chest . . . with its appealing cottage scene on the top in full colors framed in a black painted design. Rich looking embossed feet. Brass plated lock and key. Contains 24 folded sheets of white linen finish stationery, 6½x5½ in. and 24 matching 5½x3¾ in. envelopes. Shipping weight, 2 lbs. 6 oz.
3 N 3180—Size overall, 11½x6¾x4¼ in.....**89c**

Book-like Portfolio

44c Closed, the portfolio looks like a handtooled, leather-bound book . . . open, it reveals the fine stationery in orderly arrangement. Size closed, 9x6¾ in. Opens to 14¼x9 in. Contains 24 flat sheets of white vellum finish paper, 8¼x6 in. and 24 envelopes, 6¼x4¼ in. Padded artificial leather cover, with rich embossed design in old gold color. State color: Brown or Antique Ivory. Shpg. wt., 1 lb. 15 oz.
3 N 3120.....**44c**

Two Drawer Cabinet

44c 69c value! The strength of fiber and the beauty of hand-tooled leather! Ivory or brown, with embossed design in old gold color, red trim and red catalin drawer pulls. 24 white vellum finish folded sheets, 8x4¾ in., and 24 envelopes, 5¼x4¼ in. Size, 8¾x6½x3¾ in. Shpg. wt., 1 lb. 12 oz.
3 N 3121—State color.....**44c**

Our Best Gift Box

77c Two generous drawers neatly packed with snowy white linen finish stationery . . . the drawers have silk ribbon pulls and blue borders. Chest is covered with rich brocade embossed paper; size overall, 8¾x5½x5½ in. 48 folded sheets, 8x4¾ in., and 48 envelopes, 4¼x5½ in. Shipping weight, 2 lbs. 8 oz.
3 N 3119.....**77c**



Extra Roomy \$1.00 Bag

79c Waterproof brown duck with tan binding and rubber lining. Name printed in gold on the artificial leather pencil pocket. Size, 14x10½ in. Print name. Shipping weight, 1 pound 4 ounces. Each
3 N 4957—Handle.....**79c**
3 N 4958—Shoulder Strap.....**79c**

Our Best Triple Texture Cloth
(Not shown.) Brown herringbone pattern. Name in gold on artificial leather pencil pocket. Welted seams and strong gussets. Rubber lining. Size, 14x10½ in. Print name. Shpg. wt., 1 lb. 12 oz.
3 N 4959—Handle.....**\$1.29**
3 N 4960—Shoulder Strap.....**\$1.29**



For Smart Little Students

49c Drop a few hints to Mom and Dad about this modern pencil box—it looks like a real folding camera case with a convenient carrying handle! Made of strong fabrikoid in assorted colors; fastens with one snap. Size, 9¼x4¾x1¾ in. Contains:
5 gilt tip pencils with red rubber erasers
1 pen holder
1 pen point
1 7½-in. ruler
1 empty box for points
1 eraser
1 compass leg
6 wax crayons
1 protractor
1 note book

Everything you need to make Honor Roll marks! "Camera Pencil Case" embossed in silver color on cover.
3 N 4815—Shpg. wt., 1 lb.....**49c**

A Real 50c Value

Playing cards are like hankies . . . you can't have too many of them. Assorted colorful picture back designs that look lots more expensive—they're really 50c quality! Long wearing quality with a smooth ivory finish and crisp snap. Gilt edges. Shipping weight, each, 6 ounces.
Bridge Deck
52 cards.....**29c**
3 N 6940.....**29c**
Pinochle Deck
48 cards, 9 spot low.....**29c**
3 N 6941.....**29c**





You Don't Need to "Know Her Size" to Give Her Lovely Pillowcases

69¢ Pr. Beautifully embroidered and applied pillowcases of white cotton

muslin with hemstitched, colored hems. Size, about 20x32½ inches. Colors: White with Blue, Gold, Green, Peach, or Rose hems. Also all White. State color, choice of A, B. Shipping weight, pair, 1 lb. 1 oz.

(A) Floral Basket design.
(B) His and Hers design.

125 N 7978—Pair 69¢

94¢ Pr. (C) Beautifully colored embroidered floral design and scalloped edges on white cotton muslin.

(D) White embroidered floral pattern and scalloped edges on colored cotton muslin. Colors for C and D: Blue, Gold, Green, Peach, Rose, or all White. Size, 20x34 in. State color, pattern. Shpg. wt., pair, 1 lb. 5 oz. Gift boxed.

125 N 7979—Pair 94¢

4 Handsome Patterns

6 Lovely Colors

• Rose • Blue • White
• Green • Gold • Peach

State Color

Rayon Satin Petal Pajama Bag

Rows of fluffy rayon satin petals daintily adorn this pillow shaped pajama bag. Matching Rayon back. Rosette center. Abt. 16-in. diameter. Asstd. peach and blue combinations similar to illustration. Shipping weight, 9 ounces.

59¢ Each

25 N 4547—Each 59¢

Ivy Holder

\$1.49 Set Glistening black pottery seal with clear glass bowl poised on his nose. Plant ivy or any trailing vine in the glass bowl. 11½ inches high, about 8 inches long. Ivy not included. Shipping weight, 2 pounds 2 ounces.

25 N 09524—Set \$1.49



Easy Terms Make Giving Easy
See Page A, in Center of Book



Poinsettia

98¢ So natural looking, you'd

think these blooms were real! Cheerful poinsettia blossoms for Christmas atmosphere! Have several in your home for the holidays. Planted in moss, set in a copper banded, maple finished wood bucket. About 24 in. high. Shpg. wt., 2 lbs. 4 oz.

25 N 9591 98¢



Cotton and Rayon Etamine Cloth

A gift cloth that will add lots of cheer to many luncheons and breakfasts. One of the nicest gifts you can present to a homemaker . . . she'll love the pretty, bright colors!

Woven etamine block design, cotton and rayon. Predominating Colors: Blue, Gold, Green, Red. State color. Hemmed, ready to use. Imported from Japan.

Size, About	Catalog No.	Shpg. Wt.	Each
44x44-in. Cloth	125 N 7462	7 oz.	37¢
51x51-in. Cloth	125 N 7463	8 oz.	59¢
51x67-in. Cloth	125 N 7464	10 oz.	79¢
58x78-in. Cloth	125 N 7465	1 lb. 1 oz.	89¢
15x15-in. Napkins	125 N 7466	7 oz.	6 for 47¢

37¢

44x44 In. Cloth

Gift Pillows

Pillows for every room! Assorted florals, stripes, decorator designs. Rayon and Cotton and some 100% Rayon Damask Pillows. No choice. Colors: Blue, Green, Gold, Wine, Rust. State color. 17x17 in. Shpg. wt., 11 oz.

25 N 4747—Each 35¢

35¢ Each

A Gift for the Home!

Rayon pile plush, embossed-effect design. Long rayon fringe on scarfs, centerpieces. Smooth finished edge pillowcover. Colors: Red, Green or Rust grounds. State color.

19¢

Size	Cat. No.	Shpg. Wt.	Each
8¾x17-in. Scarf	25 N 4162M	8 oz.	19¢
11½x22½-in. Scarf	25 N 4163M	10 oz.	35¢
17x17-in. Centerpiece	25 N 4164M	10 oz.	49¢
27x27-in. Centerpiece	25 N 4165M	12 oz.	98¢
16x16-in. Pillowcover	25 N 4166M	6 oz.	49¢

◇ PAGE 9 HOME GIFTS



Scotty Tie Rack 39c

Bright red bow painted on Scotty's neck, gives him a roguish air! Natural plywood. 7 metal hooks for ties. Holds about 21 ties. (Ties not included.) About 6 inches high. Shipping weight, 8 ounces. 25 N 9674—Each 39c

Style Chart Tie Rack 29c

Clever fashion wheel shows correct color ties to wear with different colored shirts, suits. Holds 32 ties easily. 9½x6 in. Simulated wood, metal border, backing, arms. (Ties not included.) Shipping weight, 1 pound 3 ounces. 25 N 9534—Each... 29c

Doggie Tie Rack 23c

A Favorite With Boys
Made of plywood with 10½-in. bar. Holds up to 20 ties.
Terrier cut-out design. Green or Red. State color. (Ties not included.) 25 N 9538—Shpg. wt., 8 oz. Each 23c
Similar to above but cowboy on horse design. Not illustrated. State color. 25 N 9561—Shpg. wt., 8 oz. Each 23c



Three-Piece Table Center Setting \$2.19

Perfect for Your Holiday Table
Twenty-two pretty cellophane flowers artistically arranged in pressed crystal glass vase and candle holders. Easy cleaned. Colors: Shell Pink or Dubonnet with green leaves, or Royal Blue with white leaves. Candles, mirror sold separately. State color. 25 N 9566—Shpg. wt., 2 lbs. 2 oz. Set... \$2.19

Hand Dipped Candles. 10-in. Non-drip. Colors: Lt. Green, Pink, Red or White. State color. 25 N 9553—Shpg. wt., 6 oz. Two for... 9c

Mirror Plateau. 9x16 in. Felt base. 25 N 09531—Shpg. wt., 2 lbs. 2 oz. 83c

Remember Everyone!



Desk Set Photo Frame \$1.69
Keeps pen and pencil always handy... a favorite photo before you! Set includes fountain pen, pencil, glass photo frame and heavy glass base. Chrome fittings retain their bright luster. 25 N 9539—Shpg. wt., 2 lbs. \$1.69



Priscilla Sewing Cabinet 95c
She'll use this lovely plywood sewing cabinet for years. About 10x10½x8 in. Both lids hinged for opening. Permanent rule, large pin cushion, inside spool tray. Plywood. Walnut or light maple finish. State finish. 25 N 05120—Shpg. wt., 3 lbs. Each... 95c



Keep "Forget-Me-Nots" in Treasure Chest \$3.98
The rare skill and artistry of Chinese experts went into this beautiful hand carved chest. The wood is Singapore Mahogany known the world over for its durability. Intriguing hand made double brass lock. Plenty of room for jewelry, stationery, documents and trinkets. Chinese Import. About 15x8x7¾ inches. 25 N 9544—Shipping weight, 6 pounds... Each \$3.98



Scrap Books 59c
A gift they'll never forget! Natural plywood covers, with multi-color designs; about 30 pages. (A) Photos, 8½x11 in. (B) Scrap Book, 8x10 in. (C) Recipe Book, 8x10 in. 25 N 9603—State Choice, Shpg. wt., ea., 1 lb. 10 oz. 59c



Decorative Pajama Bag 49c
Pretty, boudoir pajama or nightie bag. Lovely Rayon Taffeta in a pillow design, tufted at center by buttons. A luxury accent to bedroom. About 10 inches in diameter, opens at back. Colors: Orchid, Lt. Green, Rose, Blue or Gold. State color. Shipping weight, 10 ounces. 25 N 4111—Each... 49c



Lucky Brush Set 87c
A smart looking, useful gift for father, brother, husband or beau! Holder of pressed wood in walnut color, 4x5 in., contains a 6-in. hat brush and an 8-in. clothes brush both with ebony backs. Shipping weight, 1 lb. 25 N 9546—Set... 87c



"Tomato" Range Set 65c
Luscious tomato design pottery range set. Brightens your kitchen! Hot stoves can't hurt this set and you'll find it very handy kept on the range top. Includes salt and pepper shakers (4 in. tall) and dripping bowl, 4½ in. diameter. Jap. Import. 25 N 9565—Shpg. wt., 2 lbs. 3-piece set... 65c



Cheese Slicer 59c
Serve cheese at the table! Chromium plate cutter with stainless steel cutting wire mounted on genuine black walnut base. Catalin handles. 6¾x3½ in. Shipping weight, 10 ounces. 25 N 9680—Each... 59c



Kitchen Memo 23c
A necessity for every kitchen! Simply mark the groceries you need, on these handy sheets and go to market! Natural wood with patriotic red, white, blue decorations. Shpg. wt., 15 oz. 25 N 9541—10x6 in... 23c

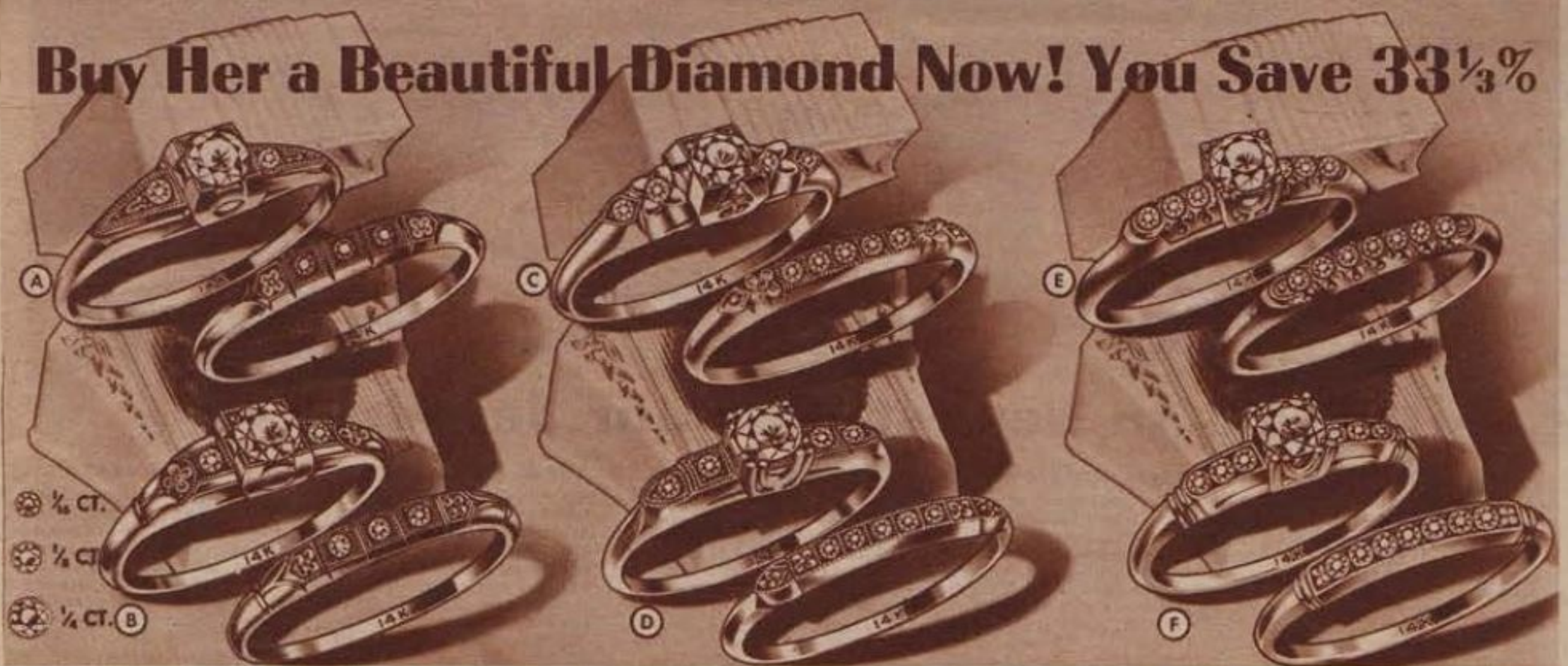


Broom Holder 23c
Holds two brooms or mops. Works easily, just slide the handles up the grooves and they are caught automatically. Keeps them off floor! Lacquered natural wood with colorful design. Shipping weight, 1 lb. 25 N 9647... 23c



Grab Bag Gift Assortments Save Over 50% 49c
Don't forget anyone this Christmas! You can budget yourself to 49c and still have something for everybody! Here is a wonderful assortment of gifts... cigarette boxes, tie racks, salt and pepper sets, salad dishes, dinner bells, ash trays, coaster sets and other novelties. Can you think of an easier, thriftier way to do your Christmas shopping? Sorry... no choice of articles as all are grouped for one big clearance... but we know you'll be pleased and amazed at the saving you make on one of the assortments. Every package is worth at least \$1.00! Japanese imports. Shipping weight, each package, 3 pounds. 25 N 9605—Each package securely packed... 49c

Buy Her a Beautiful Diamond Now! You Save 33 1/3%



Sears Fine Quality Blue-White Diamonds . . for Easy Terms See Page A in Center of Book

A brilliant, perfectly cut, Fine Quality Blue-White center stone flanked by two smaller side diamonds. Set in 14K Yellow or White solid gold.

4 N 03454M	4 N 03455M
Engagement Ring	Engagement Ring
Style A	Style B
1/16 ct. \$17.95	1/16 ct. \$17.95
1/8 ct. 27.95	1/8 ct. 27.95
1/4 ct. 49.95	1/4 ct. 49.95

4 N 03049M	4 N 03060M
Wedding Ring to	Wedding Ring to
Match Style A	Match Style B
3 Diamonds.. \$8.95	3 Diamonds.. \$8.95

Exquisitely detailed setting of 14K Yellow or White solid gold. Fiery Blue-White center diamond accented by four flashing side stones.

4 N 03456M	4 N 03457M
Engagement Ring	Engagement Ring
Style C	Style D
1/16 ct. \$24.95	1/16 ct. \$24.95
1/8 ct. 33.95	1/8 ct. 33.95
1/4 ct. 57.95	1/4 ct. 57.95

4 N 03061M	4 N 03068M
Wedding Ring to	Wedding Ring to
Match C	Match D
5 Diamonds.. \$11.95	5 Diamonds.. \$13.95

Six brilliant side diamonds flank a perfectly cut shimmering Blue-White center stone. Luxurious mounting of 14K Yellow or White solid gold.

4 N 03458M	4 N 03459M
Engagement Ring	Engagement Ring
Style E	Style F
1/16 ct. \$27.95	1/16 ct. \$27.95
1/8 ct. 36.95	1/8 ct. 36.95
1/4 ct. 59.95	1/4 ct. 59.95

4 N 03069M	4 N 03074M
Wedding Ring to	Wedding Ring to
Match E	Match F
7 Diamonds.. \$17.95	7 Diamonds.. \$21.95

NOTE: White Gold rings and rings marked ▲ shipped from Chicago or Philadelphia only. Order and pay postage from your nearest Mail Order House. Each in Gift Box. Shpg wt., each, 6 oz. State color of Gold, size of center stone, ring size 5 to 8 and engraving for wedding ring.

← Luxurious Details

Diamond encrusted settings of rich 14K Yellow or White solid gold. Set with a fiery 1/8 carat Blue-White center stone in mountings that create the illusion of still greater size. Gift box. State color of gold, ring size, 5 to 8. Shipping weight, each, 6 ounces.

(Upper Left Ring)

Eight sparkling side diamonds in modern setting. Only \$3.00 Down, \$4.00 Monthly.
4 N 03498— \$29.95
Cash.....

(Lower Left Ring)

Ten brilliant side diamonds in a terraced setting. Only \$4.00 Down, \$5.00 Monthly.
4 N 03499— \$39.95
Cash.....

← Brilliant Modern Settings

A sparkling 3/64 ct. center diamond set in rich 14K Yellow or White solid gold with white gold illusion crowns that are designed to make the center stone appear larger and more brilliant. State color of gold, size of ring, 5 to 8. In smart presentation case. Shipping weight, each, 6 ounces.

(G) Solitaire Diamond	\$11.95
(H) Brilliant Center Stone	
Two sparkling side diamonds.	\$14.95
4 N 03460.....	

← Diamond Set in Gold

A beautifully detailed setting in 10K Yellow or White solid gold. Set with a brilliant center diamond that is expertly mounted to create the illusion of greater size. A lovely ring for an engagement, a birthday, graduation or Christmas present . . . and one that she will wear with pleasure for years to come. Gift box. State color of gold, size of stone, ring size 5 to 8. Shipping weight, 6 ounces.

4 N 03465	
1/100 ct. center Stone....	\$5.95
2/100 ct. center Stone.....	6.95
3/100 ct. center Stone.....	7.95

State Ring Size, 5 to 8, unless otherwise listed.



Little Girls

A pretty simulated birthstone in 10K solid Yellow gold for a child. State birth month, size, 3 to 6. Shipping weight, 4 oz.
4 N 05012... \$1.95



Women's Ring

Highly polished setting of 10K Yellow solid gold. A lovely simulated birthstone. State birth month. Shpg. wt., 4 oz.
4 N 05015... \$2.95



Genuine Cameo

Carnelian Cameo in 10K Yellow solid gold with 2 diamonds. Shipping weight, 6 ounces.
4 N 5331..... \$8.95
Without Diamonds 4 N 5332..... \$4.95



Girls' Signet

Her first ring, one she will always remember with pride! 10K Yellow gold, engraved initial. Print initial, state size, 3 to 6. Shpg. wt., 6 oz.
4 N 05108... \$1.95



Women's Initial

Smart 10K solid Yellow gold with 2 hand engraved initials. A lovely and personal gift for Her. Print initials. Shipping weight, 6 ounces.
4 N 05107... \$4.95



Genuine Zircon

A flashing white zircon about 1/2 ct. in size. With much of the fire of a diamond. 10K solid Yellow gold with White gold crown. Shipping weight, 6 oz.
4 N 5330..... \$4.95

← Bridal Wreath

An exquisite wedding band in fine 10K Yellow or White solid gold hand engraved in a smart orange blossom pattern set with three shimmering diamonds. A ring for a lifetime of pride and sentiment. Gift case. State color of gold; size, 5 to 8. Shpg. wt., 6 oz.
4 N 03091..... \$7.45

With One Diamond

Similar to above with a single diamond in a wreath of orange blossoms.
4 N 03078..... \$4.95



Our Good Quality

(J)—Orange Blossom pattern in rich 14K Yellow or White solid gold. State color. Shpg. wt., 6 oz.
4 N 03102... \$2.95

Better Quality

(K)—Hand polished facets in 14K Yellow or White solid gold. State color. Shipping weight, 6 ounces.
4 N 03104... \$3.95



Gift Ideas in Newest Glamour Jewelry

Lily of the Valley

A graceful white metal spray pin studded with rhinestones and jewel-like flowers. Green enamel leaves contrast with Pearl, Ruby or Emerald colored lilies and dew-bright stem edging. Wear it as a lapel ornament or as an accent to your dark coat and smart winter frocks. **State color of Stones.** In gift box. Shpg. wt., 3 oz.

4 N 3616..... **89c**

Hearts and Flowers

Frankly sentimental... a delicate heart locket in rich gold colored metal set with genuine pearl-white flower centered cloisonné, smart black enamel trim. A most appropriate gift for her at a price far below its quality and beauty. 18-inch gold colored chain. Size, 1 inch. For 2 pictures. In appropriate gift box. Shipping weight, 3 ounces.

4 N 3625..... **89c**

Watch Case Locket

A faithful reproduction of an heirloom chatelaine watch case. Richly engraved gold colored metal. With the pin, wear it at the throat or as a lapel ornament... or order it with an 18-inch chain to wear with everything from sweaters to formals. For 2 pictures; diam., 1 1/4 in. Gift box. Shipping weight, 3 ounces.

4 N 3629—Pin..... **98c**
4 N 3662—Chain..... **98c**

Seed Pearl Locket

An exquisitely feminine locket with 4 rows of tiny simulated seed pearls framing a center setting of shimmering flower decorated cloisonné. Lustrous gold color metal back and matching 18-in. chain. Whether she's 16 or 60... she's sure to love this locket. Diam., 1 1/4 in. For 2 pictures. Shpg. wt., 3 oz.

4 N 3630..... **98c**

Jeweled Basket Pin

A graceful rhinestone studded basket heaped with jewel-toned opalescent stones. Wear it at your throat, as a lapel accent or to brighten your winter coat. In a choice of gem-like colors: Star Ruby, Star Sapphire or Moonstone. Sturdy pin with safety clasp. 2 1/2 in. wide. In Gift box. **State color of stones.** Shpg. wt., 3 oz.

4 N 3617..... **\$1.79**



Diamond Set Yellow Gold Locket

Exquisite detail and graceful design in the richness of 1/20 12-K yellow gold filled. A lovely 1 1/4 x 1 1/4 in. heart locket set with brilliant genuine diamond or engraved with her initial. Matching 18-inch chain. For 2 pictures. Shpg. wt., 3 oz.

4 N 4231—With Diamond..... **\$3.89**

4 N 04234—Initial (no diamond) (print initial)..... **\$1.89**



New Drape Necklace

An exciting accent for dark frocks... 13 strands of tiny metal beads in contrasting rows of yellow gold, silver and copper colored metal form a colorful and graceful drape. Joined to a 6-strand neck band by a smart clasp. Shpg. wt., 4 oz.

4 N 3644—Necklace..... **\$1.00**

4 N 3645—Bracelet... **\$1.00**



Triangles in Color

An unusually attractive necklace of colorful catalin triangles hung on a matching lightweight link chain... trimmed with gold colored metal. Three rich colors: Tortoiseshell, Jade Green or Red. **State color.** Shpg. wt., 4 oz.

4 N 3635—Necklace... **98c**

4 N 3636—Bracelet... **98c**



Embossed

Exquisite simplicity of design in a 1-in. cross of 1/20 12-K. Yellow gold filled quality. On matching 18-inch chain. Shipping weight, 3 ounces.

4 N 4238..... **89c**

With Sparkling Diamond

4 N 4239.. **\$2.89**



Solid Gold

Richly detailed one-inch cross in 10-K solid yellow gold set with a genuine cut diamond. 18 in. matching solid gold chain. In gift box. Shipping weight, 3 oz.

4 N 4240.. **\$4.69**

No Diamond

4 N 4241.. **\$2.89**



Gold Book Locket

A Christmas present that will delight her now... that she will wear for many Christmases to come! Exquisitely designed, enduring 1/20 12-K yellow gold filled book locket. A genuine cut diamond accents the rich beauty of the gold. Delicately detailed for lasting loveliness. Holds 2 pictures. Size: 1 1/2 x 1 1/4 inches. Matching 18-inch chain. In gift box. Shpg. wt., 3 oz.

4 N 4235..... **\$3.98**

Without Diamond

4 N 4236..... **\$1.98**

Yellow Gold

A delicately hand engraved octagonal locket beautifully finished and richly detailed. 1/20 10-K Yellow gold filled quality with an 18-inch 1/20 12-K yellow gold filled chain. Her initial engraved without extra charge... an impressive gift. Each in lovely gift box. Holds 2 pictures. **Print initial desired.** Size, 1 1/2 x 1 1/4 inch. Shipping weight, 3 oz.

4 N 04237.... **\$1.49**



Patriotic Bow Pin

Wear your colors over your heart or pin them on your coat! Brilliant red, white and blue enamel bow with rhinestone studded edges. Clear American flag colors that are much the smartest accessory just now! 2 1/2 in. wide. Shpg. wt., 4 oz.

4 N 3631..... **89c**

American Wings Pin

True flag colors in gay enamel... a tiny airplane attached by chain to a colorful parachute. Made of white metal. Each is rhinestone studded, each has its own pin. Red, White and Blue... America's favorite colors.

4 N 3632—Shpg. wt., 4 oz. **89c**

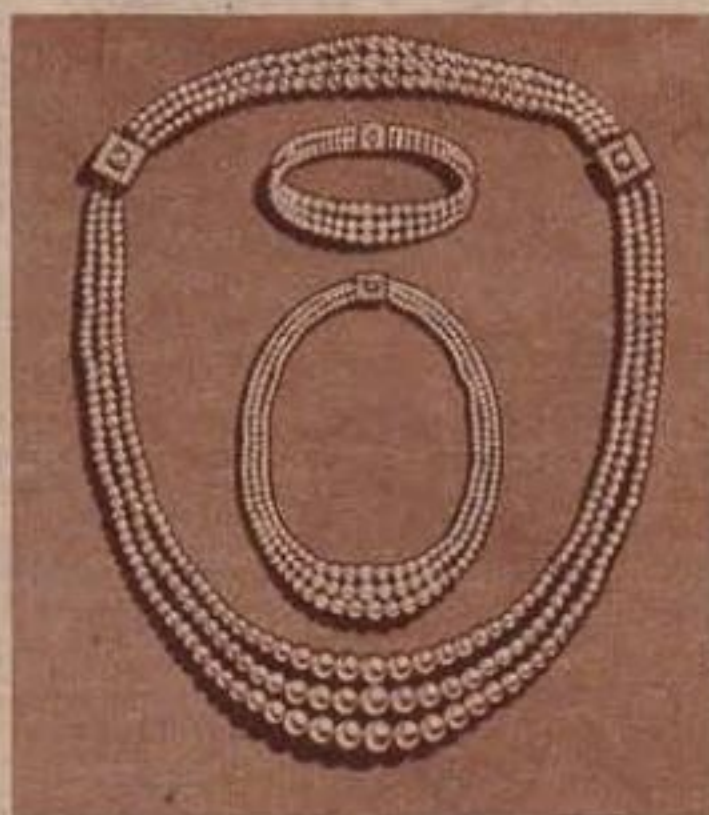
Elgin American Four Feature Compact

Black enamel; polished gold color trim. 2-inch square size.

1. Large soft puff with an extra puff included.
2. Swinging Mirror with Picture Frame on Back.
3. Package of Lipstick Tissues Inside Cover.
4. 3 Initials Hand Engraved.

Print Initials

4 N 04608—Shpg. wt., 5 oz. **\$1.19**



Three Way, Night and Day Set

Of all jewelry, pearls are the most adaptable for you can wear them anytime, anywhere and with every costume. This "Night and Day" set combines the usefulness and beauty of three smart pieces. You can clasp necklace and bracelet together making one long 24-inch evening necklace or you can unclasp it and have two separate pieces, a 17-inch necklace and a matching bracelet, to wear with your rich dark frocks and fluffy pastel sweaters (see small illustration). Beautifully matching simulated pearls accented by the rich square rhinestone fastening. In presentation case. Shipping weight, 5 ounces.

4 N 3637—Two-Piece Set..... **\$1.69**

Save 1/2 on Men's Gift Rings



Same Quality and Weight Sold Elsewhere at About Twice Sears Low Prices!

- 10K Solid Yellow Gold Mounting
- Choice of Three Handsome styles
- Savings of as Much as 50%

Masculine rings of medium weight at a remarkably low price. Excellence of taste and generosity of fine materials mark them as outstanding among our Christmastime specials. Shpg. wt. ea., 4 oz.

- (1) Synthetic Ruby Ring
A deep-red stone that closely resembles a genuine ruby. State size, 8 to 12.
4 N 4808—\$14.00 Value..... **\$6.95**
- (2) Genuine Black Onyx
Raised Gold Plated Initial on genuine black onyx. Print initial, State size, 8 to 12.
4 N 4794—\$14.00 Value..... **\$6.95**
- (3) Three Initial Signet Ring
Print initials, State size, 8 to 12.
4 N 04959—\$14.00 Value..... **\$6.95**

- Two Side Diamonds on Each
- 10K Solid Yellow Gold Mountings
- Finest at a Saving of Up to 1/2

Massive, masculine rings with master workmanship and exceptional quality in materials. Our Finest men's rings specially priced for this Christmas. Gift box. Shpg. wt., each, 4 ounces.

- (4) 10K Gold Raised Initial on Onyx Base
Print Initial, State Size, 8 to 12.
4 N 4795—\$25.00 Value..... **\$12.95**
- (5) 10K Gold Raised Masonic Emblem
Black Onyx Base. State size, 8 to 12.
4 N 4851—\$25.00 Value..... **\$12.95**
- (6) Double Head Cameo Tiger Eye Stone
Golden Brown Color. State size, 8 to 12.
4 N 4659—\$30.00 Value..... **\$14.95**
- Intaglio Hematite (Heads Cut into Stone)
4 N 4661—Grayish Black Color..... **\$14.95**

- 10K Solid Yellow Gold Mountings
- Choice of Smart New Styles
- Genuine Values at Unusual Savings

Finer Quality Rings of excellent weight and design that assure the best for Him this Christmas. Each one an exceptional buy! See Page A for Easy Payment Terms. Shpg. wt. each 4 oz.

- (7) 10K Gold Raised Initial, 1 Diamond
Onyx Base. State size, 8 to 12; Initial.
4 N 4796—\$20.00 Value..... **\$9.95**
- (8) Double Head Tiger Eye Cameo
Golden Brown Color. State size, 8 to 12.
4 N 4669—\$20.00 Value..... **\$10.95**
- Grayish Black Intaglio Hematite Ring
4 N 4670—Heads Cut into Stone..... **\$9.95**
- (9) 10K Gold Raised Masonic Emblem
Real Diamond. Onyx Base. State size, 8 to 12.
4 N 4871—\$20.00 value..... **\$9.95**

NOTE: Rings Marked A shipped from Chicago or Philadelphia Only. Order and pay postage from your nearest Mail Order House.



- 49c Special**
- \$1.00 Value**
- A smart, necessary aid to perfect grooming. Well designed yellow gold plated tie chain and collar bar. 3 cut-out initials. Print initials. Shpg. wt., 3 oz.
4 N 05555—2-pc. **49c**
- Tie Chain Only **29c**
4 N 05559

- Swank Signet Set**
- Yellow gold color collar bar and tie chain. Print initial for engraving. Postpaid.
4 N 05572M— **\$1.00**
- 2 Pc. Set.....
- Tie Chain Only **50c**
4 N 05573M.....
- Collar Bar Only **50c**
4 N 05574M.....

- Yellow Gold Plated**
- Swank tie chain and collar bar set. Print 2 initials for engraving. Postpaid.
4 N 05575M— **\$2.00**
- 2-Pc. Set.....
- Tie Chain Only **1.00**
4 N 05576M.....
- Collar Bar Only **1.00**
4 N 05577M.....

- Four Piece Belt Set**
- Tie chain, collar bar and buckle in embossed sterling silver or yellow gold plate. Engraved initial on buckle and tie chain. 1 1/2-in. Black cowhide belt, size 30 to 44. State size, finish; print initial. Shpg. wt., 11 oz.
4 N 05420—Set..... **\$1.98**
- 4 N 05421—Belt and Buckle..... **\$1.39**

- Sterling Silver Set**
- Fine sterling silver tie chain, collar bar and buckle with hand engraved design and initial. Black cowhide belt, 1 1/2 inches wide. Sizes 30 to 44. State size, print initial. Shpg. wt., 11 oz.
4 N 05422—Set..... **\$2.98**
- Belt and Buckle Only
4 N 05424..... **\$1.98**



- Evans Cigarette Set**
- Nickel plated cigarette case and lighter with smart engine turned design. Case holds 20 cigarettes. Size: 2 1/4 x 3 1/4 in. Shipping weights, sets, 10 oz.; Single pieces, 5 oz.
4 N 5537—Case..... **79c**
4 N 5538—Lighter..... **\$1.19**
4 N 5539—Set..... **1.89**
- Finer, Yellow Gold Color
4 N 5540—Case..... **98c**
4 N 5541—Lighter..... **\$1.49**
4 N 5542—Set..... **2.39**

- Black Enameled Set**
- A really good looking cigarette case and lighter. Smart black enameled front with nickel plated trim. Shield for 3 hand engraved initials on each. Case holds 20 cigarettes. Size: 2 1/4 x 3 1/4 in. Print initials. Shpg. wts.: set, 10 oz.; Single pieces, 5 oz.
4 N 05543—Case..... **\$1.29**
4 N 05544—Lighter..... **\$1.69**
4 N 05545—Set..... **2.79**

- Evans Combination**
- A smart all-in-one cigarette case and lighter. Black enameled front with two-toned shade effect, nickel plated trim. Evans new clipper action lighter! Case holds 14 cigarettes. Size: 2 1/4 x 4 1/4 in. Give him a present he'll use day after day with unfailing pleasure. A \$3.95 value. Shipping weight, 13 ounces.
4 N 5549..... **\$2.79**

- Table Lighter**
- Silent Flame Set. Operates on 2 standard flashlight batteries, included. Touch lighter stick to metal top and a steady, strong flame appears. Uses regular lighter fluid. Good looking oval shaped lighter 2 1/2 in. high. Enameled in black. Shpg. wt., 12 oz.
4 N 5568—\$1 Value..... **89c**

- Yellow Gold Filled**
- Handsome two-blade knife and waldemar watch chain. Long wearing 1/20 10K yellow gold filled quality. Initial engraved. Print initial. In gift box. Shpg. wts., Set, 6 oz.; Knife only, 3 oz.
4 N 01984—Set..... **\$2.98**
4 N 01985—Knife Only..... **\$1.79**

Modern Westminster Chimes

AS LOW AS 50c A WEEK
... PAYABLE \$2 MONTHLY,
SEE PAGE A IN CENTER OF BOOK



\$14.95 Cash
"Orleans"
New, Modern
Westminster

\$25.00 Value! A new, distinctive, New Haven chime clock with the clean-lined beauty of the smartest modern styling. Handsome mahogany case with quilted veneer front, walnut plywood top and ivory color end inlays. 5 3/4 in. silver color dial with raised numerals. Full, musical Westminster, quarter hour chimes and hour strike (self adjusting). Electric model has sweep second hand. Size, 15 in. wide, 8 in. high, depth 5 in. Shpg. wt., 11 lbs.

4 N 08609—8-Day.....**\$14.95**
4 N 08689—Electric.....**\$14.95**



\$16.95 Cash
New Haven "Reverie"

Valued at \$25.00! A full Westminster New Haven chime clock of classic beauty. Mahogany veneered case with two-tone paneling and delicately scalloped base. Polished gold color bezel, 5 1/2 in. silver color dial and easy-to-read, raised numerals. Melodious Westminster quarter hour chimes and hour strike. Sweep second hand on self-starting electric model. Size, 19 1/4 in. wide, 8 in. high, depth 5 in. Shpg. wt., 9 lbs.

8-Day Key Wind.....**\$16.95** Electric.....**\$16.95**
4 N 08611.....**\$16.95** 4 N 08679.....**\$16.95**



\$19.95 Cash
General Electric
Postpaid

"Serenade" Westminister chime clock of unusual stateliness and beauty. Made by General Electric... famous for precision electrical instruments. Rich walnut finish tambour case. Polished gold color bezel frames smart, 4x5 1/2-inch silver color dial with clear, modern black numerals. Gold color sweep second hand. Mellow Westminister chime on each quarter hour, with strike on the hour. (Self-adjusting). Size, 14x6 1/4 x4 1/2 in. Postpaid.

4 N 08691—Self Starting Electric....**\$19.95**

Give a Gift With Year-Round Use



\$6.95 24 1/2 in.
"Warwick"
Model

Glass paneled, mahogany finish; brass ornaments; 8-day or electric movement. Shpg. wts., 9 lbs. and 6 lbs.

"Whitney"—30 1/2 in. high, 9 1/2 in. wide. Hour and half-hour strike; 6 in. dial. Electric model is self starting.

8-Day.....**\$10.95** Electric.....**\$10.95**
4 N 08809.....**\$10.95** 4 N 08875.....**\$10.95**

"Warwick"—Size, 24 1/2 x7 3/4 in. 5 1/2 in. cream color dial. Without strike. Electric model has manual start movement.

8-Day.....**\$6.95** Electric.....**\$6.95**
4 N 08810.....**\$6.95** 4 N 08876.....**\$6.95**



\$6.95
Ingraham "Supreme"

Attractive and priced unusually low for the quality beneath its graceful, lovely exterior. Beautiful case of hand-rubbed mahogany veneer, genuine two-tone walnut inlay and carved base molding. 5 3/4-in. silver color dial with gilt numerals. Mellow two-tone chime strikes each hour and half hour. Reliable 8-day Ingraham movement. 20 in. wide, 10 in. high, 4 1/8 in. depth. Shpg. wt., 10 lbs.

4 N 08600.....**\$6.95**

Clocks marked **▲** shipped from Chicago or Phila. only; order from your nearest Mail Order House.



\$8.95
Ingraham Electric

Strikes hour and half hour on mellow chime rod. Beautiful modern tambour design. Fine walnut veneer case with genuine burl walnut front, and attractive, delicately molded side scroll treatment. Satin finish silver plated dial with gold color sweep second hand. Ingraham self-starting electric movement, with motor sealed in oil for longer wear. 20 in. wide, 6 1/2 in. high. Shipping weight, 6 pounds.

4 N 08688.....**\$8.95**



\$3.75
Sessions Electric

A distinctive occasional clock of unique modern styling, that will enhance the room it graces. Quiet, reliable, self-starting Sessions electric movement assures accurate timekeeping. Streamlined case of genuine walnut veneer with smart tulipwood inlay trim and ebonized feet. 5-in. silver color dial with raised numerals, chromium plated bezel and sweep second hand. 11 3/4 in. wide, 6 3/4 in. high. Shpg. wt., 4 lbs.

4 N 08693.....**\$3.75**

Current Notice: Electric Clocks on this page operate on 110-130-volt A. C. 60-cycle only.

Smart Gift Alarms for Alert "Moderns"



\$1.98
Hammond

An neat, good-looking little electric alarm. Two-tone walnut finish Bakelite case; 3-in. buff color metal dial and sweep second hand. Buzzer alarm; 5-ft. cord. Size, 3 1/4 x 4 1/2 in. Shpg. wt., 2 lbs. 5 oz.

4 N 8575.....**\$1.98**



\$3.39
Electric Alarm

Smart, miniature, self-starting electric alarm, made by Ingraham. Die-cast metal case, gold or silver color satin finish; two-tone metal dial. Size, 4 1/4 x4 in. Shpg. wt., 2 lbs. 2 oz.

4 N 8589—Silver.....**\$3.39**
4 N 8590—Gold.....**\$3.39**



\$4.95
Walnut Case

An extremely smart, self-starting electric alarm; to add distinction to any room. Beautiful genuine walnut case, inlaid with maple bands. Two-tone silver color metal dial; gold plated bezel; sweep second hand. 5 1/2 x4 1/2 in. Shipping weight, 2 lbs. 5 oz.

4 N 8591.....**\$4.95**



\$3.25
Overnite Alarm

Unusually convenient for desk, dresser or travel. Ivory color composition case, gold color trim; or black with nickel plated trim. Front sliding shutter; non-breakable crystal. Luminous hands, numerals. Size, 4 1/4 x3 in. Shipping wt., 1 lb. 5 oz.

4 N 8533—Ivory.....**\$3.75**
4 N 8534—Black.....**\$3.25**

Brighten Your Kitchen



\$1.98
8-Day or Electric Model

Here's a colorful kitchen clock of new, modern design... very specially priced for a clock of its features. 8-day or manual starting electric movement. Chromium plated bezel frames 5 1/4-inch, modern type, easy-to-read dial. Sweep second hand on electric model. Convenient front set and start... no removing clock from wall. Attractive plastic case in gay colors. Size, about 8 in. square. State color: Green or Red with white trim; or all Ivory, or all White. Shpg. wt., each, 3 lbs.

8-Day.....**\$1.98** Electric.....**\$1.98**
4 N 8702.....**\$1.98** 4 N 8785.....**\$1.98**

Watches . . . Priced Low for Christmas



All
Watches
Shown About ¾ Actual Size

Exclusive . . . Smart, Thrifty "Miss Ingraham"

A sturdy, small watch ideal for the schoolgirl, sportswoman and business woman! Combines smart simplicity in styling with dependability and accuracy in timekeeping. Rich 10-K Yellow rolled Gold plate or Chromium Plate case with stainless metal back. Clear, unbreakable crystal protects the clean cut dial and numerals. A \$3.50 value that assures a Merry Christmas. In gift case. State wrist size. Shpg. wt., each, 4 oz.

\$2.49
Chrome

Chromium Plated
4N1773—Link Band **\$2.49**
4N1771—Black Leather Band **\$2.49**

Yellow Gold Plated Case
Tan Pigskin Strap
4N1772 **\$2.95**

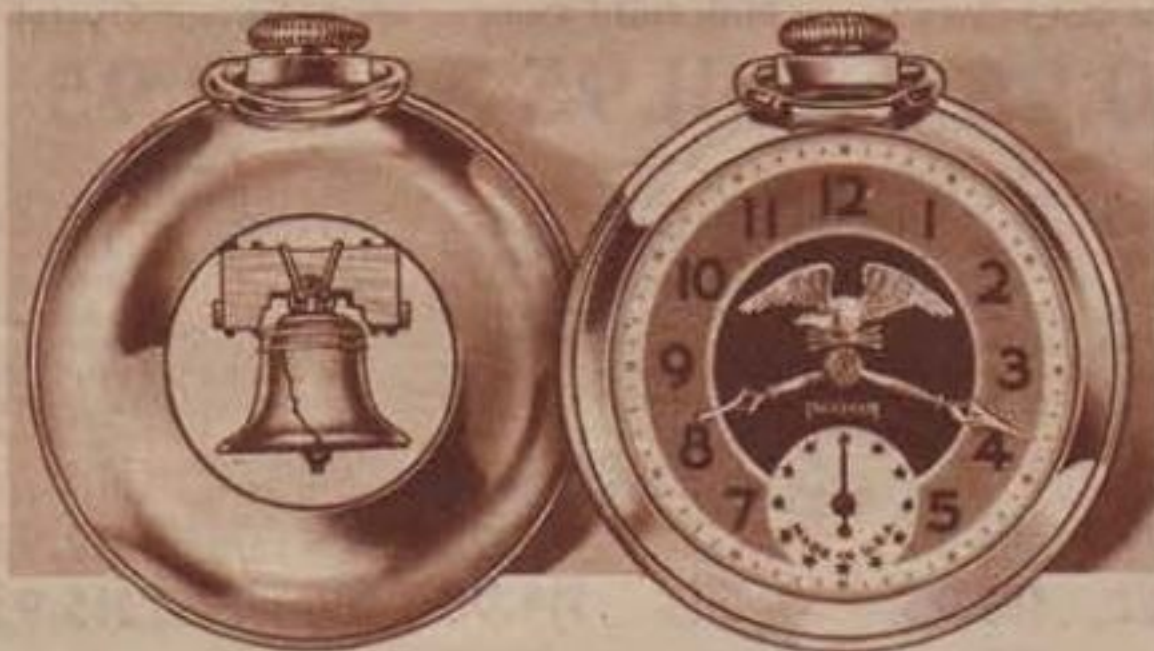
For Men and Boys . . . Curved to Fit the Wrist

A sturdy, fine looking watch, built for hard every day use. Priced exceptionally low for Christmas! Designed to hug the wrist firmly, comfortably and with extra smartness. Richly embossed Chromium plated case. Clear unbreakable crystal protects the easy to read numerals and two toned dial. Rugged Ingraham movement with the extra heavy mainspring that means longer wear. Choice of genuine black leather strap or matching metal link bracelet. Man or boy he'll be proud to wear it, for it is a watch to depend upon and a style that competes with far more expensive watches. In presentation case. State wrist measurement. Shipping weight, each, 8 ounces.

\$1.79
Each

With Black Leather Strap **\$1.79**
4 N 1757

Adjustable Link Bracelet **\$1.79**
4 N 1756



Red, White and Blue Pocket Watch

Show you are proud to be an American! Proclaim your patriotism with this thrilling new Ingraham patriotic watch . . . handsomely lithographed in brilliant national colors! It's new, different, beautiful! Heavy, polished nickel plated case has modern design bow (stem guard), and convenient, low-set crown. Attractive metal dial has brilliant, flag-red number track, with navy blue numerals, white minute-track with silver color minute markers and hands. Navy blue dial center with silver color border, is emblazoned with blue and silver color American eagle. White second-dial has tiny blue stars as second markers. Back of case shows "Liberty Bell" in colors on white medallion. 30-hour Ingraham movement will withstand hard usage. Unbreakable crystal.

\$1.29

4N1705—A grand gift for any man or boy! Shpg. wt., 4 oz. **\$1.29**

Fine, inexpensive watches that make welcome gifts! Easy Terms on any Order of \$10 or more. See Page A in Center of Book

Luminous

Luminous hands tell time in the dark! Chrome plated case; unbreakable crystal. New Haven movement. State wrist size. Shpg. wt., ea., 5 oz.

\$1.98

4N1564—Black Leather Strap . . . **\$1.98**

4N1565—Matching Link Band . . . **\$1.98**

Copper-Clad

Has the New Red-Gold look that is so smart this season . . . be the first to wear one! Rich two-toned dial, unbreakable crystal. New Haven movement with compensated hairspring. Leather strap. Shpg. wt., 5 oz.

\$2.69

4 N 1566 **\$2.69**

Yellow Gold

Neater, smaller. Yellow gold or chromium plated case. New Haven movement; unbreakable crystal. Shpg. wt., 5 oz.

\$2.79

4 N 1583—Gold; Tan Pig Strap . . . **\$2.79**

4 N 1584—Chrome; Black Strap . . . **\$1.98**



Luminous Dial

Tells time in the dark. Attractive black dial with luminous numerals and hands. \$1.50 Value. Smart, sturdy nickel plated case with dependable Ingraham movement. Runs for 30 hrs. on one winding. Clear, unbreakable crystal protects the easy-to-read dial. Shpg. wt., 4 oz.

\$1.00

4 N 1719 **\$1.00**

Similar Watch . . . Plain Dial Plain numerals and hands. **79c**
4 N 1700



Smartly Styled

Richly embossed nickel case, bezel and back, and expensive looking dial. Modern styled raised gilt numerals and hands. Has new revolving second indicator with red numerals and markers. Dependable Ingraham movement, needs winding once in 30 hours. The watch He's been waiting for . . . new, clever, handsomely designed. It exhibits the styling of far more expensive watches.

\$1.19

4 N 1704—Shpg. wt., 4 oz. **\$1.19**



The Lone Ranger

New Low Price . . . Reduced from \$1.39! A keen looking watch any boy would prize! The Lone Ranger and Silver on back in gay colors. Black enameled 5 sided case, nickel plated trim. Unbreakable crystal for rough and tumble wear. Leather fob and holster with imitation revolver. Official Lone Ranger Watch. Dependable New Haven Movement. Shpg. wt., 5 oz. Gift Box.

\$1.00

4 N 1527 **\$1.00**



Watch, Knife and Chain

Now—in the popular yellow gold color finish. A really good looking watch with a useful 2-blade knife. Nickel and Waldemar watch chain. Embossed case with smart two-toned dial. \$2.00 Value. Shpg. wt., 8 oz.

\$1.19

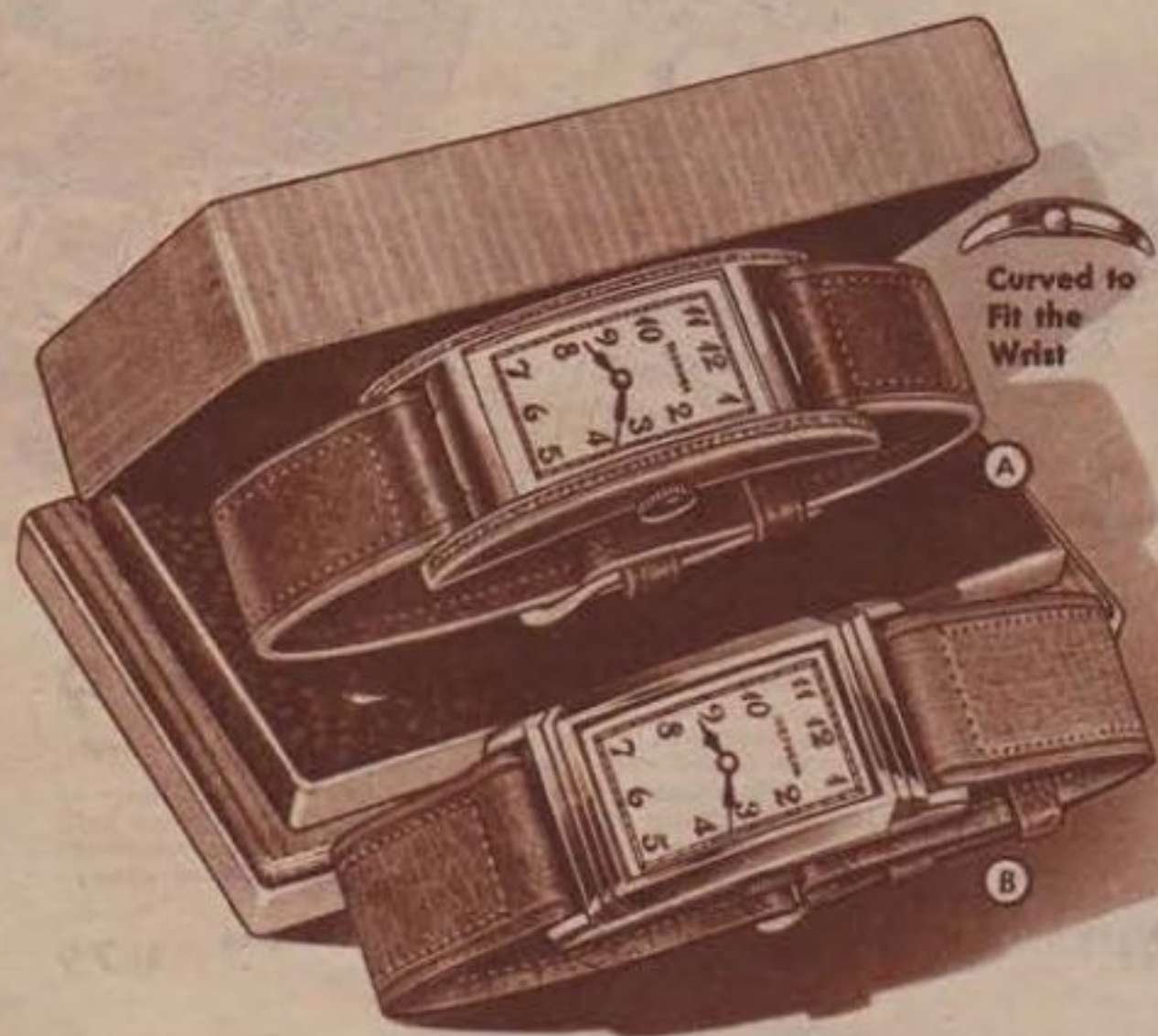
4 N 1534—In gift box . . . **\$1.39**

Similar Watch—Nickel Finish Plain Large Figure dial.

4 N 1535 **\$1.19**

1941 styles for Christmas 1940. Fine jeweled watches identical in quality, beauty and workmanship to nationally advertised brands selling at twice our low price! At Sears you pay for the watch itself, not for the name.

1/2 Price Gift



A Curved Gold Case

- 17 Jewel Movement
- Tan Pigskin Strap

\$10.95

A slender curved watch in rich 10K yellow rolled gold plate with a practical stainless metal back that fits the wrist comfortably. Rich engraving frames the clean cut dial. Excellent 17-Jewel Tested Swiss movement. Combines the merits of fine timekeeping and impressive design usually found only in watches selling at twice our low price! Gift box. Shipping weight, 6 ounces.

4 N 819... **\$10.95**

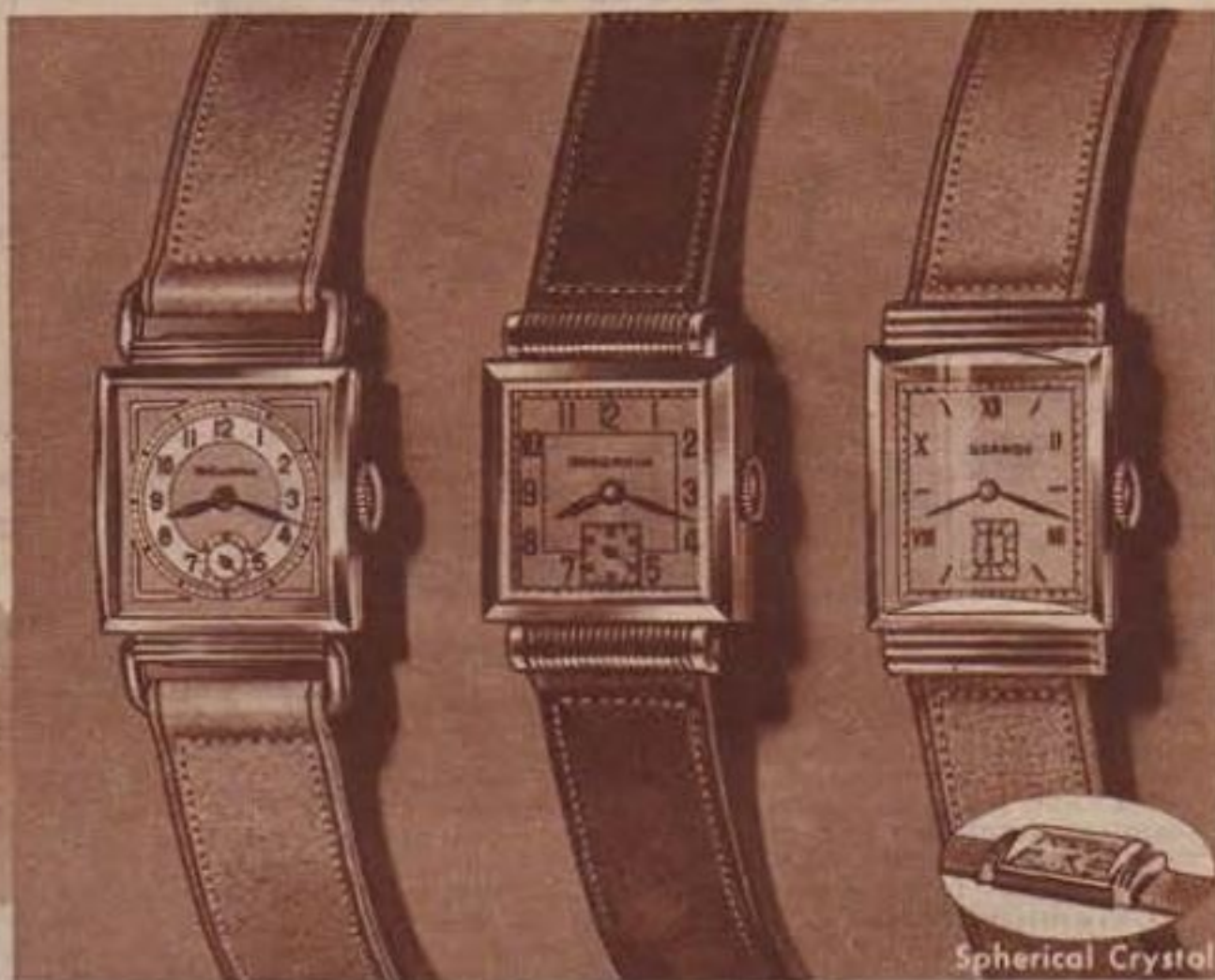
B Polished Case, 17 Jewel

- 10K Yellow Gold
- Tan Pigskin Strap

\$9.95

Up to the minute in styling... on the minute in timing! Handsome polished case in rich unornamented 10K yellow rolled gold plate with an enduring stainless metal back. Timekeeping excellence assured by the fine 17-Jewel Tested Swiss movement. Easy terms are available on all Sears watches, see Page A, Center of Book. Shpg. wt., 6 oz.

4 N 820—Gift Box... **\$9.95**



Yellow Gold Case

\$10.95

7 Jewels

A modern small size watch with stirrup end design that allows it to lie naturally on the wrist. 10K yellow rolled gold plate with practical new stainless metal back. 7-Jewel Tested Swiss movement. Pigskin strap. Gift box. Shpg. wt., 6 oz.

4 N 1279... **\$10.95**

17 Jewels
4 N 1280... **\$13.95**

Pink Gold Case

\$11.95

7 Jewels

The new pink 10K rolled gold plate that is a favorite with men of discrimination. New small size square watch with bronzed dial... back is of enduring stainless metal. Tested 7-Jewel Swiss Movement. Brown suede strap. Gift box. Shpg. wt., 6 oz.

4 N 1281... **\$11.95**

17 Jewels
4 N 1282... **\$14.95**

Spherical Crystal

\$12.95

7 Jewels

Curved unbreakable crystal accents the brilliantly designed case of 10K yellow rolled gold plate. Alternate Roman and stick numerals. Tarnish-resisting stainless metal back. 7-Jewel Tested Swiss movement. Tan pigskin strap. Gift case. Shpg. wt., 6 oz.

4 N 1283... **\$12.95**

17 Jewels
4 N 1284... **\$15.95**



AMERICAN MADE SHOCKPROOF WATCHES

Leather Strap

\$3.95

Chromium

Chromium or 10K yellow rolled gold plate case with stainless metal back. For rugged service. 7-Jewel American Made shockproof movement. Tan pigskin strap. Gift box. Shpg. wt., 6 oz.

Chromium 4 N 821... **\$3.95**

Yellow Gold 4 N 822... **5.95**

Women's Model

\$3.95

Chromium

For the business woman or sports woman. Chromium or 10K yellow rolled gold plate case, stainless metal back, link band. 7-Jewel movement. Gift box. State wrist size. Shpg. wt., 6 oz.

Chromium 4 N 823... **\$3.95**

Yellow Gold 4 N 824... **5.95**

Metal Band

\$4.95

7 Jewels

Modern terraced side treatment in a rugged watch of Chromium plate with a smart matching link band. 7 or 17-jewel American Made shockproof movement. Gift box. State wrist size. Shipping weight, 6 ounces.

7 Jewels 4 N 846... **\$4.95**

17 Jewels 4 N 847... **6.95**

Waterproof

Dustproof—Non-Magnetic



Smart Black Dial

\$9.95

7-Jewel Movement

Has smart black dial with clean cut gold color numerals that assure quick reading. A fine tested 7-jewel Swiss movement. Its waterproof, dustproof, and non-magnetic. The ideal watch for sports wear, while working, and for all around use. The conservative round chromium case has been a favorite with well groomed men for years and it is now combined with the practical new stainless metal back. Good looking gun-metal gray leather water repellent strap for long, rugged wear. In handsome presentation case. Shipping weight, 6 ounces.

4 N 1285... **\$9.95**

Luminous Dial

\$12.95 Chrome

Sweep Second Hand

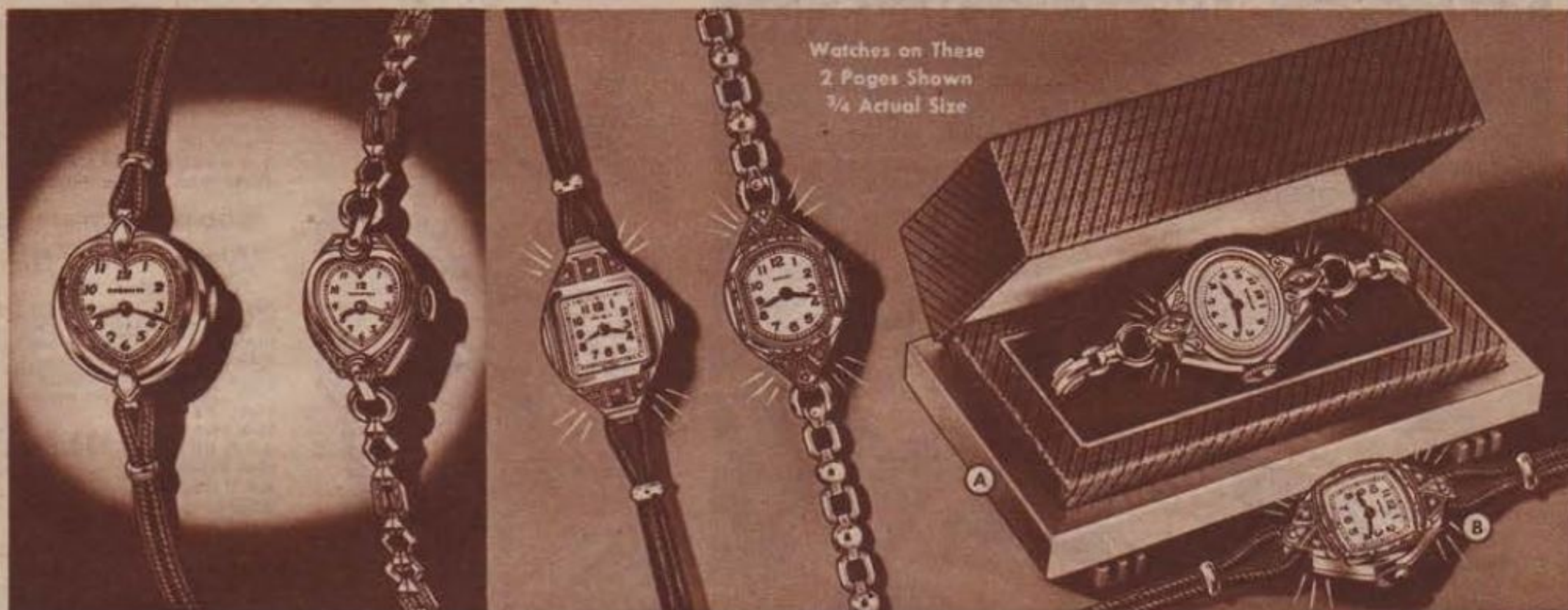
For the doctor, photographer, sportsman... for every man to whom split second accuracy counts, day or night! Here is a watch with a sweep second hand that can be read in the dark, is dustproof, waterproof and non-magnetic. Fine 7-Jewel Swiss movement. Chromium or 10K Yellow Rolled gold plated case with stainless metal back. Separate second track with full sweep hand. Water-repellent leather strap. In gift case. Shpg. wt., 6 oz.

Chromium Case 4 N 1286... **\$12.95**

Yellow Gold Case 4 N 1287... **14.95**

Watch Sale

There's no better Christmas gift than a fine, jeweled watch. And Sears Convenient Terms make it easy for you to buy any watch NOW... pay LATER. See Page A, Center of Book.



Sweetheart Watch \$8.95 7 Jewel

Fashionable new pink gold or popular yellow gold case. 10-K rolled gold plate quality, with stainless metal back. Reliable 7-jewel Swiss movement. Black silk cord band. State wrist size. Gift box. Shpg. wt., 8 oz.
4 N 775... \$8.95
Yellow Gold... \$8.95
4 N 776... \$8.95

Tiny "Sweetheart" \$11.95 7 Jewel

Finer and smaller heart shaped model than watch at left. Finely embossed case of 10-K yellow rolled gold plate with stainless metal back. Dependable Swiss movement; link bracelet. In gift box. State wrist size. Shpg. wt., ea. 8 oz.
4 N 792... \$11.95
7 Jewels... \$11.95
4 N 793... \$14.95
17 Jewels... \$14.95

Give Her a Tiny Watch Set With Diamonds—Save Over Half!

6 Genuine Diamonds \$24.95 Cash Only \$3.00 Down

Valued at \$55.00. An exquisitely styled, tiny watch, with 6 sparkling diamonds set in all 10-K yellow rolled gold plate case. Fine, accurate 17-jewel Swiss movement. Black silk cord band. State wrist size when ordering. Gift box. Shipping wt., 8 oz.
4 N 0781 \$24.95

4 Sparkling Diamonds \$19.95 Cash Only \$2.50 Down

Worth All of \$45.00. A stunning little watch with 4 genuine cut diamonds set in smart, embossed 10-K yellow rolled gold plate case. 17 jewel Swiss movement. Link band. Gift box. State wrist size. Shpg. wt., 8 oz.
4 N 780... \$19.95

2 Sparkling Diamonds—7 or 17 Jewels \$9.95 Cash 7 Jewel \$2 Down 17 Jewels \$12.95

4 Flashing Diamonds—17 Jewels
Usual \$35.00 Value! 4 cut diamonds set in embossed case of 10-K yellow rolled gold plate with stainless metal back. 17 jewel Swiss movement; silk cord band.
4 N 777... \$9.95
4 N 778... \$12.95
4 N 779—In gift box... \$16.75
Above shpg. wts., ea., 8 oz. State wrist size.

NOTE: Watches marked Δ shipped from Chicago and Phila. only. Order and pay postage from nearest mail order house.

Super Value Watch

\$4.95
Chrome

\$12.95 Quality

Modern design case of chromium plate or 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement. Adjustable link bracelet. In gift box. State wrist size. Shpg. wt., 8 oz.
Chromium Plate... \$4.95
4 N 800... \$4.95
Yellow Gold Plate... \$6.95
4 N 801... \$6.95

Modern Cushion Style

\$6.95
Chrome

\$14.95 Quality

Charming embossed design cushion style case in Chromium plate or 10-K yellow rolled gold plate with stainless metal back. Reliable 7 jewel Swiss movement, matching link bracelet. Gift box. State wrist size. Shpg. wt., 8 oz.
4 N 782—Chrome... \$6.95
4 N 783—Yellow... \$8.95
Gold Plate... \$8.95

Smart Oval Shape

\$7.95
7 Jewel

\$17.95 Quality

Unusual oval dial watch with delicate filigree end design and case of 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement; black silk cord band. State wrist size. Gift box. Shpg. wt., 8 oz.
4 N 784... \$7.95
4 N 791—17 Jewel... \$10.95
\$22.95 Quality... \$10.95



Tiny Square Style \$8.95 Chrome

\$16.95 Quality

Lovely and feminine, this tiny square model is a fine little timekeeper any woman would prize. Delicate embossed design case in chromium plate or 10-K yellow rolled gold plate with stainless metal back. 7 jewel Swiss movement. Matching link band. Shpg. wt., 8 oz. Gift box. State wrist size.
Chromium... \$8.95
4 N 785... \$8.95
Gold Plate... \$10.95
4 N 786... \$10.95

New Round Style \$9.95 7 Jewel

\$19.95 Quality

Tiny round model with tapered end styling. Pink or yellow 10-K rolled gold plate case, with stainless metal back. State choice. 7 or finer 17 jewel Swiss movement. Black silk cord band. Gift box. State wrist size. Shpg. wt., 8 oz.
7 Jewels... \$9.95
4 N 787... \$9.95
17 Jewels... \$12.95
4 N 788... \$12.95

Embossed Cushion \$10.95 7 Jewel

\$22.50 Quality

A lovely little feminine wrist flatterer. Delicately embossed case of 10-K yellow rolled gold plate with stainless metal back. 7 or finer 17-jewel Swiss movement. Matching link bracelet. State wrist size. Gift box. Shpg. wt., 8 oz.
7 Jewels... \$10.95
4 N 789... \$10.95
17 Jewels... \$13.95
4 N 790... \$13.95

BULOVA

Trade in Your Old Watch on a New Bulova

Any old watch, regardless of age or condition, is worth real money on a trade-in for a new Bulova. Send us your old watch and a letter indicating your new Bulova selection, and we will advise you of allowance before filling order. This offer applies to any Sears catalog and whether you buy for Cash or Easy Terms.



BULOVA • "PATRICIA"

17-Jewel \$24.75

Pink or Yellow Gold Plate Case

Woman's tiny cushion shaped watch in rich pink or yellow 10-K rolled gold plate with stainless metal back. Popular, new terraced end styling. Fine, 17 jewel Bulova movement. Black silk cord band. State wrist size. In presentation gift box. Postpaid.

Pink Gold 4N0550 \$24.75 Yellow Gold 4N0551 \$24.75

Cash or Terms, \$3 Down, \$4 Monthly.

BULOVA • "MEDALLION"

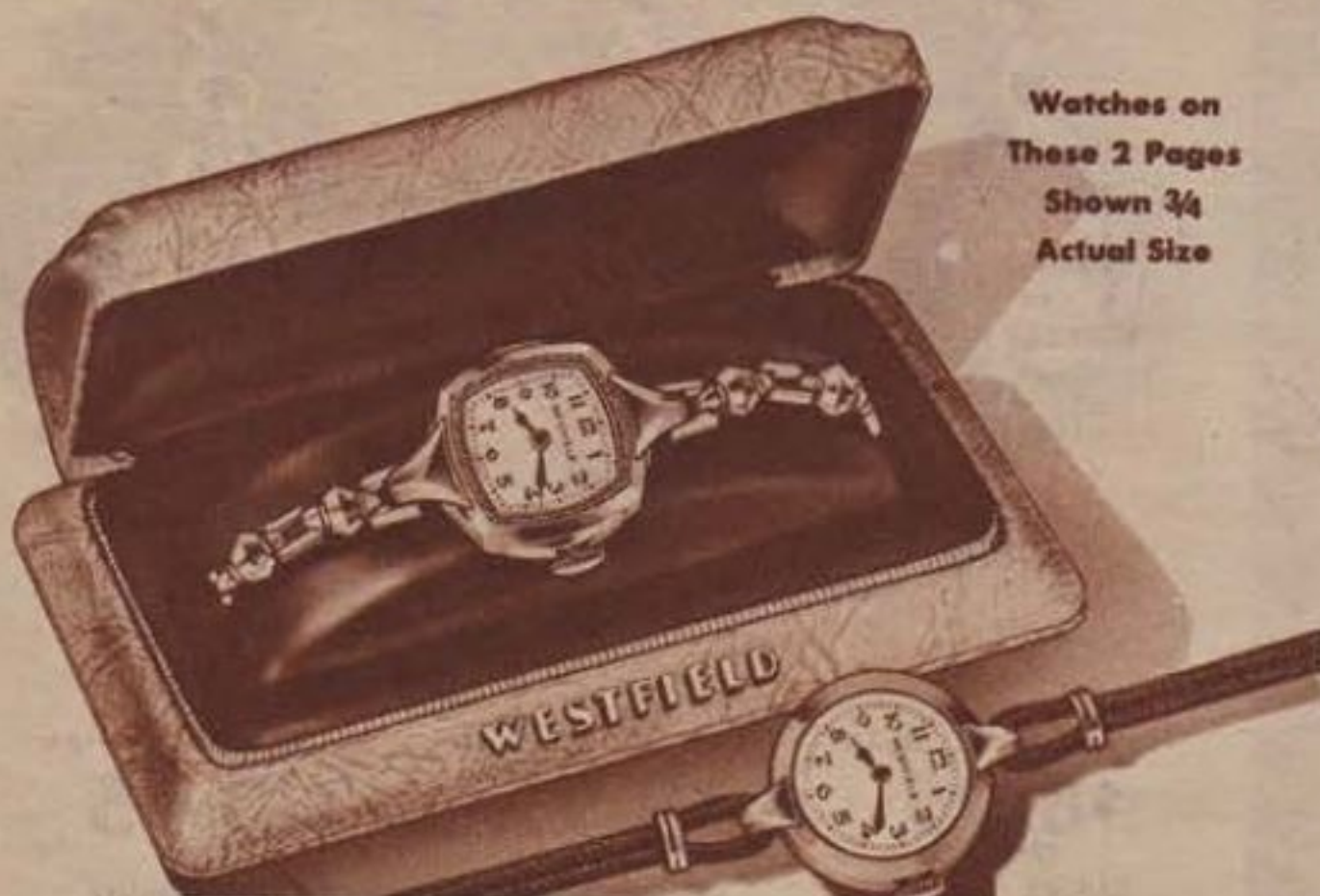
17-Jewel \$29.75

Yellow Gold Case

An ever-so-small, round watch with smart case of all 10-K yellow gold. 17 jewel Bulova movement, renowned for accuracy and long wearing dependability. The smart adjustable metal bracelet harmonizes perfectly with the lovely simplicity of the round case. In gift case. State wrist size. Postpaid.

4N0555 \$29.75

Cash or Terms, \$3 Down, \$4 Monthly.



Watches on
These 2 Pages
Shown $\frac{3}{4}$
Actual Size

WESTFIELD • "BEVERLY"

7-Jewel \$14.75

Engraved Yellow Gold Case

A tiny Westfield feminine watch of unusual attractiveness. Delicately engraved, cushion shaped case of gleaming 10-K yellow rolled gold plate with stainless metal back. Reliable 7-jewel movement. Matching adjustable link bracelet. State wrist size. In gift case.

4N558—Postpaid. \$14.75

Cash or Terms, \$2 Down, \$2 Monthly.

WESTFIELD • "Miss Liberty A"

7-Jewel \$10.75

Smart, Round Yellow Gold Case

A superb little round model, with a low cost that is extremely easy on your Christmas purse. Smartly styled, perfect plain case of polished 10-K yellow rolled gold plate with stainless metal back. Dependable 7 jewel movement. Black silk cord band adds richness to the fashionable simplicity of the perfectly plain case. Be sure to state wrist size. In gift case. Postpaid.

4N561 \$10.75

Same Price, Cash or Terms.



Bulova

"DIANA" • 17-Jewel
Yellow Gold \$29.75

(A) Tiny, feminine, cushion shaped Bulova, with smart, plain case of all 10-K yellow rolled gold plate and fine 17-jewel movement. Unusually distinctive flexible gold plated band. State wrist size. Gift box. Postpaid.

4N0556 \$29.75

Same Price, Cash or Terms.

"GODDESS OF TIME"

17-Jewel \$33.75

Pink or Yellow Gold

(B) Smart, engraved cushion style. 14-K pink or 10-K yellow rolled gold plate case. 17 jewels; link band. Gift box. State wrist size. Postpaid.

14-K Pink Gold 4N0570 \$33.75

10-K Yellow Gold 4N0571 \$33.75

See Shpg. Note, Opp. Page

"ALDEN" • 15-Jewel

Yellow Gold \$24.75

(C) This rugged, masculine looking Bulova is a remarkably fine value. 10-K yellow gold plate case with stainless metal back, and 15-jewel movement. Handsome saddle-stitched tan leather strap. In gift case. Postpaid.

4N01182 \$24.75

Same Price, Cash or Terms.

"RANGER" • 15-Jewel

Yellow Gold \$29.75

(D) Fine 15-jewel Bulova movement in engraved case of 10-K yellow rolled gold plate with stainless metal back. New one-piece expansion type metal and leather wrist band... "on-and-off" with instant ease. Gift box. Postpaid.

4N01183 \$29.75

Same Price, Cash or Terms.

"PRESIDENT" 21-Jewel

Yellow Gold \$49.50

With Metal Band

(E) Small, slender and handsome... it's a superb watch! Plain 10-K yellow gold filled case; 21-jewel movement. Give wrist size. Gift box. Postpaid.

4N01184—Metal Expansion Band \$49.50

4N01185—Tan Leather Strap \$45.00

See Shpg. note, Opp. Page.

Westfield

"TROJAN" • 7-Jewel

Yellow Gold \$9.95

(F) A distinctive, rugged watch, worth far more than its low cost indicates. Polished 10-K yellow rolled gold plate case with stainless metal back; 7-jewel movement. Tan pigskin strap. Gift box. Postpaid.

4N1181 \$9.95

Same Price, Cash or Terms.

"HUDSON" • 7-Jewel

Yellow Gold \$12.75

(G) Smartly styled, engraved case of 10-K yellow rolled gold plate with stainless metal back and tested 7-jewel movement, make this a handsome, dependable watch he'll appreciate. Tan pigskin strap. Gift box. Postpaid.

4N1187 \$12.75

Same Price, Cash or Terms.

Elgin

DELUXE • 17 Jewels

Yellow Gold \$37.50

With Silk Cord Band

(A) A tiny, accurate watch. 10-K yellow gold filled case, roman numeral dial, 17 jewels. Gift box. *State wrist size. Postpaid.*

4 N 0439..... \$37.50

Link Bracelet \$39.75

4 N 0440..... \$39.75

Same Price, Cash or Terms.

LADY ELGIN • 19 Jewels

Yellow Gold \$50.00

With Silk Cord Band

(B) One of Elgin's finest. Tiny, square, 14-K yellow gold filled case, roman numeral dial; 19 jewels. Gift box. *State wrist size. Postpaid.*

4 N 0441..... \$50.00

Link Bracelet \$52.50

4 N 0442..... \$52.50

Same Price, Cash or Terms.

ELGIN • 15 Jewels

Yellow Gold \$24.75

With Tan Pigskin Strap

(C) Moderate priced 15-jewel Elgin. 10-K yellow rolled gold plate case; Veritas metal back. Gift box. *State wrist size. Postpaid.*

4 N 01064..... \$24.75

Link Bracelet \$27.50

4 N 01065..... \$27.50

Same Price, Cash or Terms.

ELGIN • 15 Jewels

Rosé or Yel. Gold \$33.75

With Tan Pigskin Strap

(D) 15-jewel movement in 10-K yellow or the new rosé gold filled case. Gift box. *State wrist size. Postpaid.*

4 N 01066—Rosé Gold; Pig Strap..... \$33.75

4 N 01067—Yel. Gold; Pig Strap..... \$33.75

4 N 01068—Yel. Gold; Link Band..... \$37.50

Same Price, Cash or Terms.

LORD ELGIN • 21 Jewels

Rosé or Yel. Gold \$55.00

(E) Magnificent watch for that special man! 21-jewel movement in 14-K yellow or new rosé gold filled case. Flexible lugs. Gift box. *Postpaid.*

4 N 01069—Rosé Gold Case; Russet Leather Strap..... \$55.00

4 N 01070—Yel. Gold; Pig Strap..... \$55.00

Waltham

"CONWAY" • 9 Jewels

Yellow Gold \$19.75

With Tan Pigskin Strap

(F) Smartly masculine. 9-jewel movement in 10-K yellow rolled gold plate case; stainless metal back. Gift box. *State wrist size. Postpaid.*

4 N 990..... \$19.75

Link Bracelet \$24.75

4 N 991..... \$24.75

"FLORIDA" • 21 Jewels

Yellow Gold \$39.75

(G) A clean-cut, manly modern rectangular design, in polished 10-K yellow gold filled case. Curved back holds watch snugly to wrist. Fine, 21-jewel movement. Tan pigskin strap. Gift box. *Postpaid.*

4 N 0960..... \$39.75

Same Price, Cash or Terms.

ELGIN

Gifts to be Treasured for a Lifetime

It's so easy to give—or own—a fine watch when you use Sears Convenient Payment Plan. And because of standard practice in the sale of the watches on this page, there is no extra charge for Easy Terms. See Page A, Center of Book, for Terms.



ELGIN • 15 Jewels

Yellow Gold \$24.75 Cord Band

Tiny gold case of 10-K yellow rolled gold plate, with lovely floral decorative end design, and back of Veritas metal... stainless and non-tarnishing. Reliable and accurate 15-jeweled Elgin movement. Raised numerals and legible dial. In gift box. *State wrist size.*

Black Silk Cord Band \$24.75

4 N 0466—Postpaid..... \$24.75

Matching Link Bracelet \$27.50

4 N 0465—Postpaid..... \$27.50

Cash or Terms, \$3 Down, \$4 Monthly.

NOTE: Watches marked ▲ shipped from Chicago or Philadelphia only. Order from your nearest Mail Order House.

ELGIN • 15 Jewels

Yellow Gold Filled Case \$29.75 Cord Band

Exquisitely styled tiny square model in polished, 10-K yellow gold filled case with tapered, decorative end design; 15-jewel movement. In gift box. *State wrist size. Postpaid.*

4 N 0446—Pink Dial, Black Silk Cord Band..... \$29.75

4 N 0445—Silver Color Dial, Black Silk Cord Band..... \$29.75

4 N 0447—Matching Link Band; Silver Color Dial..... \$33.75

Same Price, Cash or Terms.



WALTHAM • "ADLER"

15 Jewels \$24.75

Pink or Yellow Gold Case

Whether "she's" 16 or 60... if her heart is young and gay she'll treasure this lovely little watch. Tiny cushion shape case in the fashionable new pink gold, or in yellow gold, of 10-K rolled gold plate, with stainless metal back. Accurate 15-jewel movement. Gift case. *State wrist size. Postpaid.*

4 N 0437—Pink Gold Case; Mocha Brown Silk Cord Band..... \$24.75

4 N 0438—Yellow Gold; Black Silk Cord Band..... \$24.75

Same Price, Cash or Terms.

WALTHAM • "BETHEL"

9 Jewels \$19.75

Pink or Yellow Gold Case

New and fashionably smart, tonneau shape case in pink or yellow, 10-K rolled gold plate with stainless metal back. Reliable 9-jewel movement. Silk cord band. In handsome gift case. *State wrist size. Postpaid.*

4 N 421—Pink Gold Case; Mocha Brown Silk Cord Band... \$19.75

4 N 400—Yellow Gold Case; Black Silk Cord Band..... \$19.75

Cash or Terms, \$2.50 Down, \$3 Monthly.

Our Greatest Silverplate Value!



For a Christmas
She Will Never Forget!
**Guaranteed
AA+ Quality**
(Better Than AA Quality)

72 Pieces \$19.95
for Only **CASH**

With Large, Beautiful Mahogany-
Grained Anti-Tarnish Chest

YOU SAVE \$17.50
Over Comparable Brands

Only \$2.50 Down
75¢ a Week

Payable \$3.00 a Month
See Page A, Center of
Book, for Easy Terms

Wm. Rogers * Overlaid.. Unconditionally Guaranteed!

Before we tell you about the quantity of silver you'll get for your money, here is just a word about the quality. Every single piece guaranteed AA+ quality... and that + means years of added wear! All pieces heavily silverplated... then most-used pieces, except knives, are overlaid with another extra coating of pure silver at points of greatest wear! Every piece unconditionally guaranteed by Sears and the International Silver Co. Should any piece fail to satisfy you, and you are the sole judge, it will be replated or replaced without charge or question. All knives have stainless blades. Engraving extra, see our General Catalog. State pattern name.

72-Piece Set... Service for 8
16 Tea Spoons 8 Knives 8 Oval Soup Spoons
8 Salad Forks 8 Forks 8 Butter Spreaders
8 Iced Drink Spoons or 8 Cocktail Forks (state choice)
And All These Serving Pieces
1 Butter Knife 1 Pierced Pastry Server
1 Sugar Spoon 3 Serving Spoons
1 Gravy Ladle 1 Berry Spoon
With Chest as illus. Shpg. wt., 16 lbs.
4 N 07273—Solid Handle Knives... **\$17.95**
4 N 07274—Reg. Hollow Handle Knives... **\$19.95**
4 N 07275—Viande Hollow Handle Knives... **\$19.95**
Without Chest. Shpg. wt., 8 lbs.
4 N 07267—Solid Handle Knives... **\$14.95**
4 N 07268—Reg. Hollow Handle Knives... **\$16.95**
4 N 07269—Viande Hollow Handle Knives... **\$16.95**



FASCINATION

PRISCILLA

TREASURE

DESIRE



Hand Forged Aluminum

All around hostess tray of generous size and exquisite design. Use it to serve sandwiches, appetizers and cold meats. 17-in. diam. Shpg. wt., 2 lbs. 8 oz.
4 N 8208... **\$1.98**



Four-Piece Silverplated Coffee Set

Four gracefully designed pieces that make an appropriate gift for this most hospitable of seasons! 14x9-in. tray may be used as a separate serving piece for sandwiches, appetizers or cold meat. Eight-cup Coffee pot is equally useful for Tea.
4 N 8003—4-Piece Set. Shipping weight, 4 pounds.... **\$4.98**



Sterling Silver Sugar and Creamer Set

Gracefully proportioned sugar and creamer of sterling silver, lined in rich gold plate. A present that will last a lifetime.
4 N 8190—2 3/4 in. high. Shpg. wt., 2 lbs. ... **\$4.98**



Aluminum Relish Dish

Rambler rose pattern relish dish with removable compartment of sparkling glass. Hand forged details accent the beauty of the non-tarnishing aluminum... usually sold by exclusive shops for much more. Diameter, 13 3/4 inches. Shipping wt., 3 lbs.
4 N 8203... **\$1.98**



Pen Fills Easier... Just Wind It!

Webster Gold Dot Fountain Pen Sets

The famous pen with the quality and performance of pens selling for twice its price! 14K solid gold, Iridium Tipped point. Wind-to-fill device. Three initials. Choice of fine or medium point. State point and color: Silver Pearl, Emerald Pearl or Jet Black. Print Initials.
4 N 5728—Men's Set, Pen and Pencil. Shpg. wt., 7 oz. **\$2.98**
4 N 5729—Women's Pen and Pencil Set. Shpg. wt., 7 oz. **\$2.98**
4 N 5730—Men's Pen Only. Shpg. wt., 4 oz. **2.39**
4 N 5731—Women's Pen Only. Shpg. wt., 4 oz. **2.39**



Sterling Silver Salt and Pepper Sets

Individual salt and pepper shakers of sterling. Graceful and easy to fill. Six make a grand gift. Shpg. wt., each set, 1 lb.
(A) 4 N 8086—1 3/4 in. high. 6 for **\$1.98**
(B) 4 N 8087—1 7/8 in. high. 6 for **\$2.98**



Baby Cup

Richly silverplated... lined in gold plate. Just right size and weight for baby's hand. Smooth brim. 2 3/4 in. high. Print name for engraving. Shipping weight, 4 oz.
4 N 08402... **\$1.49**



Baby Spoon

Sterling silver spoon with baby's initial. Print initial. Shpg. wt., 5 oz.
4 N 08334... **98c**

Lifelong Pen

14K Gold Point. Irid. tip. Fine or med. Black Pen. Real Onyx base. Perpetual calendar. Shpg. wt., 3 lbs.
4 N 5727... **\$4.98**



Child's Silverplate Set

Fork, Spoon and 7 1/2-in. Knife. Print Initial (no extra charge)
4 N 08429—Shpg. wt., 7 oz. **79c**
Fork and Spoon Only
Fine quality silver plate.
4 N 08433—Shpg. wt., 5 oz. **69c**

Always Bright..Never Needs Polishing

Regular \$500 Value!

Chrome Plated Tableware



Set of 26 Pieces
\$2.88

See Page A in Center of Book for Easy Terms

Large Salad Set

Personalized Initialed Tableware . . . Sensationally Low Priced

You will be proud to own or give this beautiful gift! Say good-bye to messy polishing and cleaning—because of mirror bright chromium plating, over 18% solid nickel silver base. Your own personal initial without extra charge. Please print plainly the initial wanted.

26-Piece Set. Complete service for 6 persons. Includes 6 teaspoons, 6 forks, 6 oval soup spoons, 6 knives (knives have stainless steel blades), **LARGE** salad fork, and **LARGE** salad spoon (worth 25c each). Shpg. wt., 3 lbs. 9 oz.
9 N 1009—26-piece set . . . \$2.88

Catalog Number	Open Stock	Shpg. Wt., Each	Sears Price Ea.	Price 50 for
9 N 1004	Teaspoon	2 oz.	10c	\$4.75
9 N 1005	Fork	5 oz.	10c	4.75
9 N 1007	Soup spoon	4 oz.	10c	4.75
9 N 1008	Tablespoon	5 oz.	10c	4.75
9 N 1006	Knife	6 oz.	13c	6.15

EVERY
PIECE
INITIALED
WITHOUT
CHARGE



Set of 24 Pieces
\$3.75



Elsewhere These Shears Would Cost:

Dressmakers'	\$1.80
Tailoring	1.65
Light Sewing	1.75
Embroidery	1.35
Pinking Shear	4.95
Certified Value	\$11.50

At Sears You Get All 5 for the Rock-Bottom Price of—

\$6.95 You Save **\$4.55**

Genuine
WISS
Pinking
Shears

Save on Colored Handle Tableware

Closing out 863 sets of beautiful \$6.95 value tableware! Factory made a slight change in design and we bought the entire closeout. Heavy weight—durable—solid mirror polished stainless steel. Tarnish and rustproof. Bowls, blades and tines always brilliant without polishing. Sets come in Ivory, Red, or Multicolor (assortment of Tangerine, Green, Canary, and Blue). State color.

9 N 9980—24-piece Set. Service for six. 6 knives, 6 forks, 6 teaspoons, 6 oval soup spoons. Shipping weight, 3 pounds. . . . \$3.75

9 N 9981—12-piece Set. 6 knives and 6 forks. Shipping weight, 1 pound 8 ounces. . . . \$1.85

You Save \$4.55 on This Combination Offer

Gift sensation of the year! Complete set of 5 professional dressmakers' shears including a genuine **WISS** pinking shear (more needed and used than any other shear, because it eliminates tedious hours of seam finishing and overcasting) and 4

STA-SHARP shears, all for the unbelievably low price of \$6.95. By purchasing the entire set you make the tremendous saving of \$4.55. With this set you can do every type of sewing, mending, etc., quickly and easily.

9 N 9655—Complete Set, including A, B, C, D, E.	Shpg. wt., 2 lbs. . . .	\$6.95
(A) 9 N 9763—7½-in. Dressmakers' Shear.	\$1.80 value. Shpg. wt., 7 oz. . . .	1.15
(B) 9 N 9755—7-in. Tailoring Shear.	\$1.65 value. Shpg. wt., 6 oz. . . .	1.00
(C) 9 N 9767—6-in. Light Sewing Shear.	\$1.75 value. Shpg. wt., 5 oz.79
(D) 9 N 9761—3½-in. Embroidery Shear.	\$1.35 value. Shpg. wt., 2 oz.89
(E) 9 N 9790—Genuine WISS Pinking Shear.	Postpaid. . . .	4.95



3-Piece Carving Set

The first time a set like this has ever sold for less than \$2.98! Will make an outstanding Christmas gift. Beautiful simulated horn handles. Imported **Sheffield** stainless steel knife blade, 8 inches long. Forged and tempered; ground to a keen, long lasting edge. Fork has a protecting guard. 8-inch sharpening steel. In attractive gift box. Shipping weight, 2 pounds.

9 N 9654—3-piece Set. . . . \$1.89



Our Finest—Hollow Handles

Quality featured by the finest jewelry stores at \$6.50 or more. Beautiful pattern on hollow handles; double plated mirror bright chrome over nickel silver! Always bright, needs no polishing. Imported 8-in. forged **Sheffield** stainless steel blade ground to keen edge. Large stainless steel fork; improved guard. Fine sharpening steel. Gift box. Shipping weight, 2 lbs.

9 N 9555—3-pc. set. . . . \$3.89
9 N 9556—2-pc. set. Fork and 6-in. knife only. Shpg. wt., 1 lb. 8 oz. . . . \$1.95

Anywhere Else You'd Have to Pay

\$5.00

Special at

\$2.89



3-Piece Sheffield Blade Carving Set

The illustration can't possibly bring out the beauty and quality—so superbly is it designed and finished. Perfectly matched genuine deer stag handles. Rust-resisting chrome plated nickel silver ferrules. 8-in. blade made of famous **Sheffield** steel, ground to a super keen edge. Large fork with guard. 8-in. sharpening steel. Attractive gift box with rich cotton duvetyn lining.

9 N 9706
Shipping weight, 2 pounds. . . . \$2.89

◇ PAGE 21 CUTLERY

If Home's Her Hobby Give Her These!

For Christmas . . . Save on This Chrome Plated Sweeper!

\$2⁷⁹

A \$3.98 Value

1. Built-in comb cleans bristle brush automatically as you sweep!
 2. Rubber tired, ball bearing wheels run smoothly, quietly.
 3. Trigger cleaning lever opens dust-tight, rubber sealed pans.
- It's a beauty . . . the greatest sweeper value on record! Handsomely chrome plated . . . easy to keep clean and shining. Streamlined enclosed ends. Rubber bumper all around; genuine bristle brush.

11 N 02597—Shpg. wt., 7 lbs. \$3.98 Value. **\$2.79**



Our Gift to Good Cooks Everywhere! Best Made Cast Aluminum—Reduced!



\$9⁹⁵
CASH
5-pc.
Set

Worth \$15.98

Only \$2 Down
and \$2 Monthly
ON EASY TERMS

See Page A in
Center of Book

Another Great Value!

SAVE OVER \$1.00

GIANT HAMPER!

- Mammoth jumbo size.
- Height, 28½ inches.
- Polished pyralin cover.
- Chrome trimmed handles.
- Two swinging towel bars.

\$2⁸⁵

Worth \$3.98

A mammoth hamper with every quality feature at an exceptionally low price! Jumbo size, 12x20½x28½ inches. Made of fine quality flat fiber with chrome plated trim on handles, swinging towel bars, and handsomely polished pyralin cover with simulated mother of pearl design. State color: Green, Blue, Ivory, Orchid, Peach or White with Black.

11 N 01049—Shpg. wt., 14 lbs. . . . **\$2.85**



Wide
mouth
for easy
cleaning.

Cover
serves as
bowl
stand.

Actual
thickness
of glass

Glass Coffee Maker

- Finest quality.
- Uses standard size filter cloth.
- Bakelite handles on top and bottom.

\$1⁸⁹

Worth \$3.85

One of the best coffee makers anywhere for any amount of money! Yet Sears price is only HALF what others charge! Expertly designed . . . sturdily made of hardened, heatproof glass. Stainless steel cover fits both top and bottom. Smartly trimmed with platinum-colored bands and stainless steel fittings. Marked by cups. Cap., 8 cups. Instructions.

11 N 8048—Shpg. wt., 4 lbs. . . **\$1.89**

THE JUICER BARGAIN OF ALL TIME!



Sears Own Juicer

- All moving parts fully enclosed.
- Heavy aluminum strainer, fittings.
- Exclusive at Sears.

\$1⁸³

Worth \$2.49

Give more health to your family for Christmas with the Bestmade juicer sold exclusively by Sears! Presses . . . strains out seeds and pulp . . . all in one operation! Easy to clean and operate. Simply place halved fruit on strainer cone and spin down handle. Heavy cast metal with handsome, ivory-colored, baked-on enamel finish. Take advantage of this great sale value!

11 N 1923—Shpg. wt., 5 lbs. . . **\$1.83**

The Buy of a Lifetime!

- Guaranteed not to turn black . . . easy to clean.
- Brightly polished outside . . . Sun-ray finished inside.
- Approximately ¼-inch thick to give years of real service.

The spectacular value of an outstanding Sale . . . Sears own famous Bestmade cast aluminum—THE GIFT at Christmas time. Finest quality aluminum, designed and built for greatest efficiency. Excellent for waterless cooking with self-basting, flavor seal covers. Buy the complete set and save \$1.74 from individual piece prices.

11 N 03499—5-Pc. Set. Consists of one each of items below. Shpg. wt., 15 lbs. Cash Price. . . . **\$9.95**

Easy Payment Price. \$2.00 down, \$2.00 monthly. . . . **\$11.00**

11 N 3460—Open Skillet. 10½-inch diameter. . . **\$1.98**

Shpg. wt., 2 lbs. 8 oz. . . .

11 N 3450—Covered Saucepans. Cool, non-burn Bakelite knobs. State size wanted. . . **\$2.59**

2-qt. capacity. Shpg. wt., 2 lbs. 12 oz. . . **\$3.19**

3-qt. capacity. Shpg. wt., 3 lbs. 4 oz. . .

11 N 3465—Round Dutch Oven Roaster. With trivet. Cover also fits open skillet above. 5-quart size. Takes 6-pound roast, 4½ inches deep, 10½ inches diameter. Shipping weight, . . . **\$3.98**

22 • SEARS, ROEBUCK AND CO. ♦ 5 pounds. . .

"KLEEN-AIR" Sprayer

REDUCED TO

\$24⁹⁵

Cash
Complete



- Buy on Easy Terms
- Guaranteed Diaphragm.
- Ball Bearings Throughout.
- Completely Tested.
- Balanced Crankshaft.
- Easier—Faster Painting.

Sprays any material on toughest jobs. Pressure from 30 to 35 lbs. Equipped with handle, hose, gun and motor.

30 N 03233—Complete with ¼ H.P. 110-120-volt, 60 cycle A.C. 1750 R.P.M. Heavy Duty Motor. Shpg. wt., 48 lbs. Cash. . . **\$24.95**

Master-Mixed 4-Hour Enamel Offer

Try it today during this special offer! A ¼-pint can and a 1-inch brush. Choice of Black, Cream, Ivory, Lettuce Green, Royal Blue, Vermilion or White. State color.

30 N 2410—Shpg. wt., 13 oz. . . **\$2.30**

See Our Big Catalog for More Bargains
in Paints, Varnishes and Enamels

Gifts for the Home

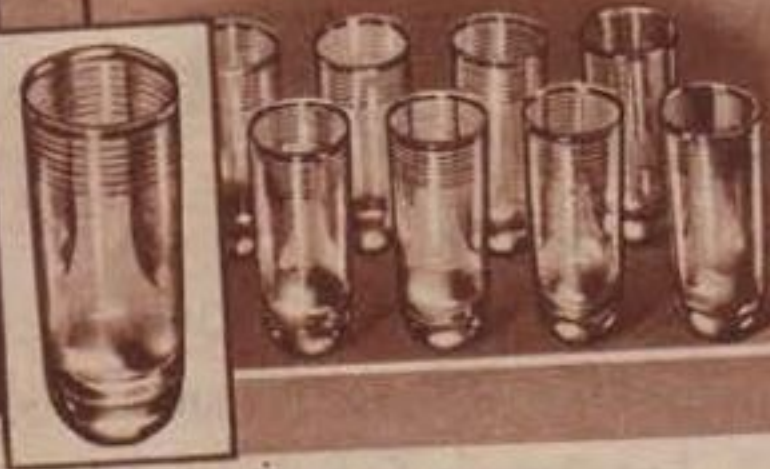
Priced Especially Low

For Example... "Gold Coast" Tumblers

72c

Perfect for holiday entertaining. Gracefully shaped sham bottom tumblers decorated with seven Gold bands. 9-oz. cap. 5 1/2 in. high.

Set of 8. 35 N 0132—State size of Set. 72c
Set of 8. Shpg. wt., 6 lbs. 72c
Set of 12. Shpg. wt., 8 lbs. \$1.05



Gay "CAT-TAIL" Kitchenware

Reduced to help your holiday budget! Useful, decorative gifts of guaranteed oven-proof semi-porcelain trimmed with perky red and black cat-tails. See big General Catalog for matching dinnerware and additional kitchenware items.

Was 98c

85c

(E) 3-Pc. Salad Set. 9 1/2-in. diam. salad bowl, 72-oz. cap. 10 in. fork and spoon.

35N5147M—Shpg. wt., 3 lbs. 8 oz. Was 98c. 85c

(F) 3-Pc. Bowl Set. Popular sizes: 6 1/4, 7 1/2 and 9-in. diam.; 24, 44 and 76 oz. cap's.

35N5144M—Shpg. wt., 6 lbs. 4 oz. Was \$1.19. \$1.09

(G) NEW! ONE GALLON Cookie Jar. Large enough for the heartiest cookie-eating family. 9 in. high.

35N5153M—Shpg. wt., 9 lbs. \$1.49 Value. \$1.29



Every value on this page a TRUE VALUE!



Cavendish Cut Glass

Cut Glass Gifts... \$1.98 Values

So lovely... so low priced... You'll give them with pride and economy! Designed of hand-made glass, beautiful Cavendish decoration is hand-cut in silvery effect on crystal hand-polished glass.

CHOICE

89c

(A) Footed Console Bowl. 12 1/2 inches in diameter. 2 1/2 inches high.

35 N 01159—Shpg. wt., 5 lbs. Was 99c. 89c

(B) Pair of Candlesticks. 6 1/2-in. high.

35 N 01158—Shpg. wt., 4 lbs. Was 99c. Pair. 89c

(C) 3-Compartment Relish Tray. 12 1/2-in. over-all length.

35 N 01162—Shpg. wt., 4 lbs. Was 99c. 89c

(D) Footed Cake Salver. 12 inches in diameter. 3 1/2 inches high.

35 N 01161—Shpg. wt., 7 lbs. Was 99c. 89c



\$1.25
VALUE
89c



\$2.98
VALUE
\$1.98



\$1.25
VALUE
95c

9-Piece Cut Glass Beverage Set

Here's a gift for your favorite friends and for yourself that will be used over and over again! Every piece gracefully hand-cut in a silvery gray leaf and flower design that accents the lovely sparkle of the crystal glass. Set consists of: one ball jug with convenient ice lip, generous 80-oz. capacity; and eight smartly shaped 9-oz. tall tumblers. Buy today and be ready for holiday time!

35 N 01185—9-Pc. Water Set. Shpg. wt., 7 lbs. \$1.25 Value. Only 89c

"BOUQUET" Hostess Set

The ideal choice of the particular hostess! Solves the entertainment problem! Set consists of: walnut finished wood tray, 12x20-in. size, with glass bottom and smart metal trimmed handles. Six sham bottom 9 oz. tumblers with assorted floral decorations in white, powder blue, orange, red, yellow and dark blue. One oblong and four square crystal glass relish dishes, and a wood cheese board.

35 N 01193—"BOUQUET" Hostess Set. Shpg. wt., 13 lbs. \$2.98 Value. \$1.98

"SNOW-FROST" 7-Pc. Cocktail Set

As frosty and sparkling as the Christmas season itself—that's why SNOW-FROST is the cocktail set you'll need for your holiday entertaining... you'll want to give as a Christmas gift! Delicate tracery of glistening white resembles hand painting. Set consists of generous 29-oz. cocktail shaker with heavy, tip-resistant bottom and chrome plated steel top; and six 3 1/2-oz. footed cocktail glasses.

35 N 01191—7-Pc. "SNOW-FROST" Cocktail Set. Shpg. wt., 4 lbs. Set. 95c



\$1.50
VALUE
\$1.09



\$3.69
VALUE
\$2.89



\$1.39
VALUE
\$1.00 (A)

Chrome Plated Food Warmer... Server

Serve your hot breads, baked potatoes piping hot! Bowl with side handles and leaf design trim holds at least 12 biscuits. 10 1/2 in. diam.; 5-in. deep. Matching cover with black Bakelite knob; inside rack. \$1.50 Value.

11 N 8769—Shpg. wt., 4 lbs. 6 oz. \$1.09

5 1/2-Qt. Cast Aluminum Teakettle

A Christmas gift for you... a smoothly polished cast aluminum teakettle at rock-bottom sale price! Built for fine dependable service and long hard wear! Cool handle, Bakelite knob. Sliding cover; faucet-fill spout.

11 N 3490—Shipping weight, 5 lbs. \$2.89

Crystal Glass Cake Server and Safe

(A) Crystal clear glass platter, 12 in. in diam. Chrome plated cover. Ht. 4 1/4 in., 10 in. diam.

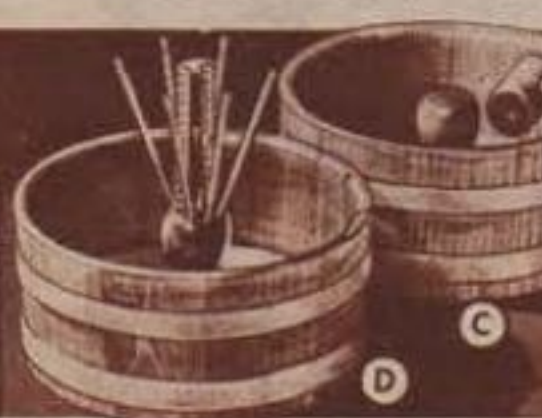
11 N 08761—Shpg. wt., 5 lbs. 12 oz. \$1.00

(B) Extra large size. Plate, 14-in. diam. Cover, 11 1/4x5-in. high, with walnut knob.

11 N 08787—Shpg. wt., 6 lbs. 8 oz. \$1.29



\$1.50
VALUE
\$1.23 Set



\$1.19
VALUE
94c (C)



70c
VALUE
49c (E)

Hand Painted Salad or Fruit Bowl

Gay plum and peach hand painted decoration on this extra deep 11-in. salad or fruit bowl! Made of smoothly finished hard maple with lacquered finish that resists acids. Firmly fastened ball feet are tip-resistant.

11 N 8781—Bowl Only. Shpg. wt., 2 lbs. 8 oz. \$1.09

Salad bowl with maple fork and spoon.

11 N 8782—Shpg. wt., 2 lbs. 8 oz. 1.23

Priscilla Maple Nut Bowls

(C) Nut bowls of waxed ruddy Priscilla maple just like maple furniture! 9 1/2-in. diam.; 3 in. deep. Center stand. Metal tipped wood mallet.

11 N 8783—Shpg. wt., 2 lbs. 4 oz. 94c

(D) Same as above with nickel plated nut cracker and picks.

11 N 8784—Shpg. wt., 2 lbs. 8 oz. \$1.09

Dripless Syrup and Batter Dispensers

Chrome plated trigger tops with stainless steel slides screw on and off. Red catalin handles.

(E) 11 N 8786—11-oz. For syrup. Shpg. wt., 15 oz. 49c

(F) 11 N 8785—48-oz. For batters. Shpg. wt., 2 lbs. 89c

11 N 8789—Waffle and Pancake Set. One each of above. Shpg. wt., 3 lbs. 8 oz. \$1.29

◆ PAGE 23 HOUSEWARES

Give Her Fine Furs

FOR CHRISTMAS... AT
MONEY-SAVER PRICES

Why Not Use Sears Easy Terms... Only
\$2 to \$3 Down for One of These Popular
Fur Jackets... For Details See Page A
Center of Book



Furs are shipped
from New York City.
Order and pay
postage from nearest
Mail Order House



White Coney Evening Jackets

\$14.98
Hooded

(A) A thrilling luxury at a very low price! Young boxy jacket of deep-furred white Coney—our good quality. Charming Rayon

Velvet-lined hood frames your face, protects your hair, or forms cowl collar in back. Jewel-like clasp, concealed hook at neck. Bracelet-length sleeves. Rayon Satin lining, guaranteed

two years' wear. Interlining. Length, about 18 in. Misses' Size Range: 12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38 in. State size.

(A) 17 N 7744—Shpg. wt., 2 lbs. 10 oz. **\$14.98**

(B) 17 N 7745—Jacket Without Hood. Shpg. wt., 2 lbs. **\$10.98**



\$12.98
Each

Perky young 16-in. jacket to wear over everything. Our good quality, shimmering Coney, dyed and striped to resemble precious sable. Concealed neck hook. Rayon Satin lining; interlined. Ornamental flower included. Misses' Size Range: 12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38 in. State size. Shpg. wt., 2 lbs. 4 oz.

17 N 7749—Dark Brown **\$12.98**



\$16.98
Each

A fashion headliner—the chubby long-haired Alpine Lamb bolero! Full skins, exquisitely put together with narrow bands of Rayon Grosgrain. Ruching around neck. Chain clasp, concealed hooks. Rayon Satin lining guaranteed for two years' wear! About 17 in. long. Misses' Size Range: 12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38 in. State size. Shpg. wt., 3 lbs.

17 N 7747—Blonde Wolf-dyed Lamb
17 N 7748—Blue Fox-dyed Lamb. Each **\$16.98**

Stay-Skin Processed Swagger Guaranteed 1 Year Against Rips

\$29.98
Each

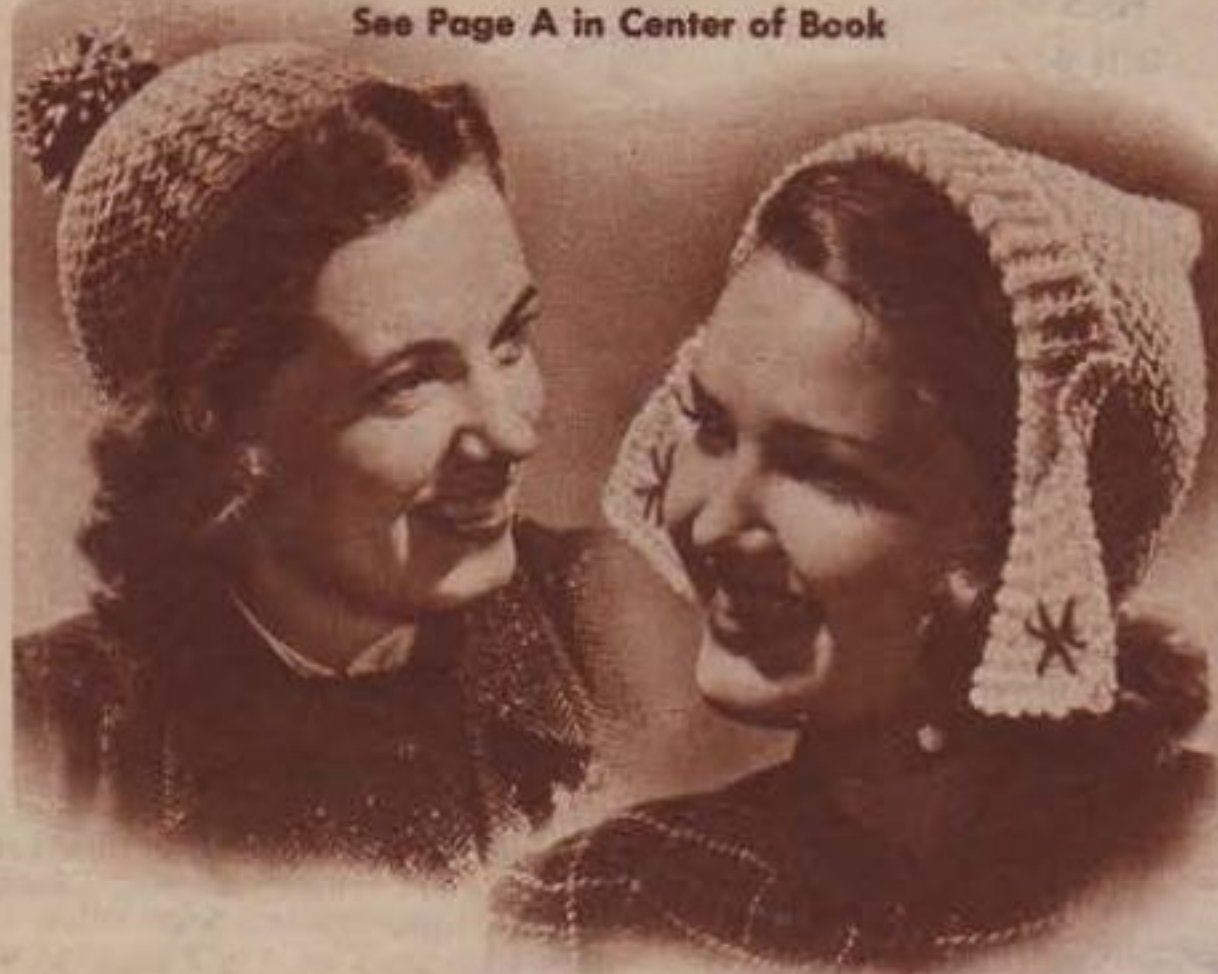
SMART—from its glitter-chained cardigan neckline to the gentle flare in back. It's a spirited young swagger no girl can resist. Our good quality full-furred, lustrous Coney, dyed to resemble handsome striped sable. Has excellently designed shoulders, full sleeves—buttons trimly at waist. Pleated ruching at neck protects fur. Armshields and windshield cuffs are extra-value features! Fine quality Rayon Satin lining, guaranteed 2 years. Warmly interlined. Length, 36 in. Misses' Size Range: 12, 14, 16, 18, 20 to fit bust 30, 32, 34, 36, 38 in. State size. Shpg. wt., 5 lbs. 4 oz.

17 N 7746—Rich Dark Brown..... **\$29.98**

Patriot Colors

Combine in American Sportswear
to Bring You a Colorful Christmas

Buy Them for Cash or on Easy Terms
See Page A in Center of Book



"GOD BLESS AMERICA HATS" Styled By Maude Strang Payne

Patriotic Beanie

100% Zephyr Wool
... flaunts true
Americanism in
every line. A style
dictate! Hand finished. **Colors:**
Red, White and Blue stripes; also solid
Patriot Red with White and Blue top-knot;
White with Red and Blue top-knot; Patriot
Blue with Red and White top-knot, or Solid
Kelly Green. Fits up to 23 in.
heads. **State color.** A style scoop
—and a value scoop, too!
78 N 40—Shpg. wt., 8 oz. . . . 59c

59c
Each

Pilgrim Parka

An original
Maude Strang
Payne design. **98c**
Cleverly fash-
ioned to flatter ... and knit
of 100% Zephyr Wool to
keep you warm. Hand em-
broidered and hand finished.
Colors: White with Red and Blue em-
broidery; solid Patriot Red, Patriot Blue,
or Kelly Green. Fits up to 23 in.
heads. **State color wanted.**
78 N 45—Shpg. wt., 8 oz. . . . 98c

98c
Each

\$1.98
Set



Slipover, Warm Mitts and Tam-Beret

Fluffy "threesome"—\$3.50 value! 45% mo-
hair, combined with cotton for added strength.
Slender frame inside makes it a pompadour
beret—remove and you have a regular tam.
Colors: Kelly Green, Light Brown, Patriot Red or Royal Blue.
Hat fits up to 23 in. Even Sweater Sizes: 32 to 40
in. bust. **State size and color.**
78 N 50—Shpg. wt., set, 1 lb. Set. . . . \$1.98
78 N 51—Hat only. Shpg. wt., 8 oz. Each. . . . 79c



Parkas and Parka Sets GIFTS for Young or Old!

Soft and Fluffy!

79c
Each
All wool
Parka with
bright yarn
ornament.
A practical gift she's
sure to adore ... looks
much more expensive.
Colors: White, Patriot Red,
Kelly Green, Med. Brown, Royal
Blue. Fits all headsizes. **State**
color wanted when order-
ing. Shipping weight,
each, 12 ounces.
78 N 55—Each. . . . 79c

Kiddies' Parka Set

\$1.00
Set
25% Mohair,
balance Cot-
ton and ray-
on. **Colors:**
Brown with Orange, Kelly
Green, White; Kelly Green with
Red, Black, White; Patriot Red
with Kelly Green, Black, White;
Royal Blue with Red, Navy Blue,
White. Fits up to 22 in.
State color. Shpg. wt.,
set, 10 oz.; hood, 8 oz.
78 N 60—Parka, Mitts. \$1.00
78 N 61—Parka only. . . . 69c

Pompadour Set

\$1.29
Set
Genuine new
FURCUNA
fabric of 60%
rayon and
40% cotton ... fur-like
in looks and feel. Mitts
to match. **Colors:** Med.
Brown, Kelly Green, Patriot
Red, Royal Blue or White. All
with white trim. Fits all
heads. **State color.** Shpg.
wt., set, 10 oz.; parka, 8 oz.
78 N 65—Set. . . . \$1.29
78 N 66—Parka only. 69c

Snowsprite Parka

79c
Each
The winter's
fashion suc-
cess! White
fur-like
halo frames your face.
10% Mohair; 50% cot-
ton; 40% rayon. **Colors:**
Med. Brown, Kelly Green,
Patriot Red, Royal Blue or
White. All with white halo. Fits
up to 23 in. heads. **State**
color. A remarkable
"buy". Shpg. wt., 8 oz.
78 N 70—Parka. . . . 79c



NOW! Handsome Gift Bags of Rich Calf Leather

Amazing
at Only

\$1.95
Each

Each in
Gift Box

You'd usually pay \$3.00 or more
for this quality leather!

(A) Dressy, soft draped style, new pannier handle of calf; smart, strong frame. Talon zip pocket, purse on cord; double-faced mirror. Size: 10x7 1/4 in. Colors: Black, Brown, Navy. State color. 88 N 3814—Shpg. wt., 1 lb. 4 oz. . . \$1.95

(B) New long underarm bag—the fine calf slightly gathered into the frame gives it a smart dressy effect. Strong clasp closing, Talon zip pocket, purse on cord, double-faced mirror. Size: 10 1/2 x 5 1/2 in. Colors: Black, Brown. State color. 88 N 3813—Shpg. wt., 1 lb. 3 oz. . . \$1.95

(C) Classic tailored bag in long-wearing calf leather. Double top handles, handsome frame. Talon zip pocket. Purse, double-faced mirror. Size: 7 1/2 x 8 in. Colors: Black, Brown. State color. Shpg. wt., 1 lb. 3 oz. 88 N 3815—Each . . . \$1.95

(D) Underarm envelope. Leather loop handle linked to Talon zip on pocket. Purse, double-faced mirror. Size: 7 1/4 x 9 1/4 in. Colors: Black, Brown, Navy. State color. Shpg. wt., 14 oz. 88 N 3811—Each . . . \$1.95

(E) Swagger bag. Talon zip closing, Rayon Faille handles. Handy glove pocket, inside attached purse, mirror. Size: 7 x 10 in. Colors: Black, Brown, Navy. State color. Shipping weight, 15 ounces. 88 N 3812—Each . . . \$1.95



Generous size, about 64 in.
square, including fringe

Warm Wool Jersey Shawl

\$2.98

Gift Boxed

Charmde quality, fine and soft. It's all Wool, right to the ends of the knotted fringe! Colors: Black, Copen Blue, White. State color. 88 N 4180—Shpg. wt., 1 lb. 7 oz. . . \$2.98

Gift Boxed

Where indicated, present comes
in its own tasteful white box.

Gift
Boxed



She'll Love This All-Wool Scarf

69c

Complete
With
Embroidered
Initials

Welcome gift with a personal touch, remarkable value with a quality look. Diagonal weave, fine, warm zephyr Wool, with self fringe. Comes with embroidered initials, easy to press on. Size: About 12x48 inches. Colors: White, Red, Royal Blue. State color; print 2 or 3 initials plainly. Shpg. wt., 7 oz. 88 N 4181—Scarf and initials . . . 69c

Personal Touch—Her Initials

Attached and recommended only on bags 88N3815 and 88N3811 shown above. Gold color metal, 1 1/2 in. high. Print initials in order wanted. Shpg. wt., ea. 2 oz. 88 N 3497—Each . . . 15c 3 for 43c



59c
Pr.

Women's and
Girl's Sizes

\$1.00 Value! Fluffy Mittens. Water-repellent, 65% Rayon, balance Cotton. Colorfully boxed. Women's fit up to 8 in.; Girls' to 7 in. Colors: White, Red, Royal Blue, Kelly Green. State women's or girls' size, color. Shpg. wt., pair, 5 oz. 88 N 8028—Pair . . . 59c

Ear Muffs

49c
Pr.

For Women
and Girls

Cozy sheared lamb-skin ear-muffs and headband. Colorful, warm, and practical for outdoor wear. Adjustable to head-sizes up to 23 1/2 in. Not boxed. Colors: White, Blue, Red, Green. State color. Shpg. wt., 3 oz. 88 N 8065—Pr. . . 49c

Leather Palm

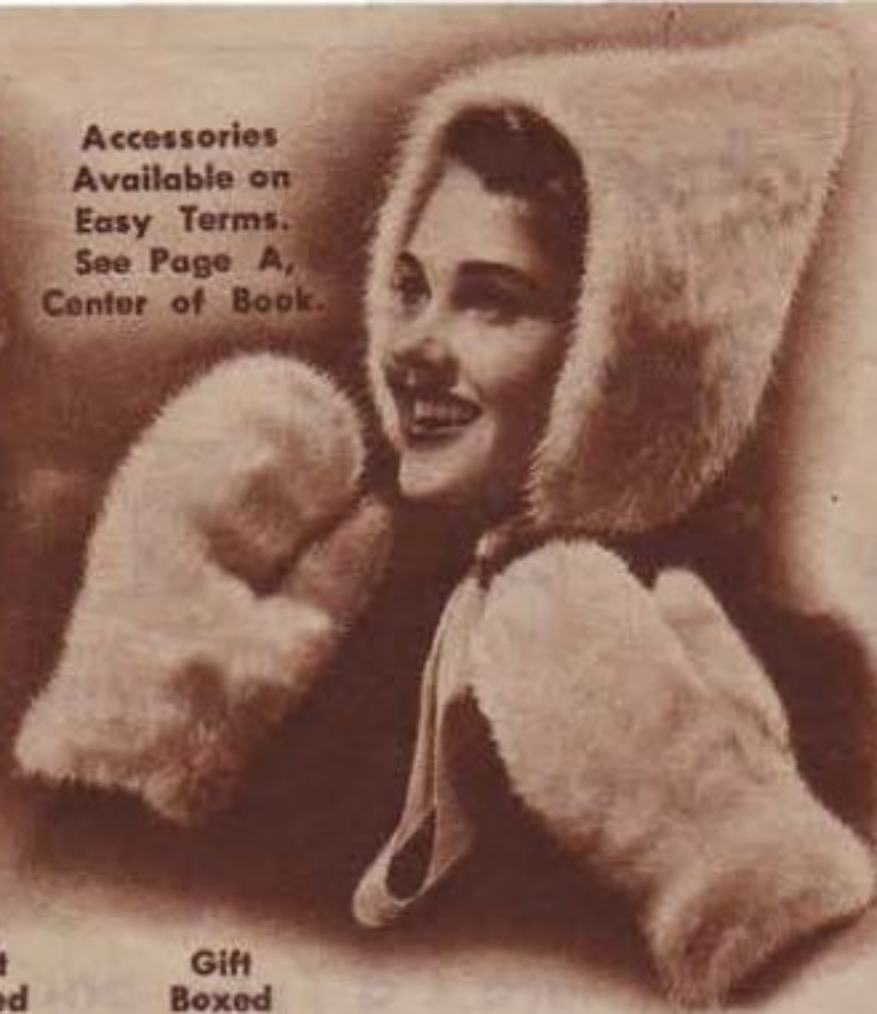
\$1.00
Pr.

All Wool
Gloves

Warmth of knitted wool, with long wearing leather palm. Fine for driving. 10-inch length. Not boxed. Colors: Black or Buff Tan. Sizes: 6, 7, 8 in. State size and color. Shipping weight, each pair, 4 ounces. 88 N 8025—Pr. . . \$1.00



Accessories
Available on
Easy Terms.
See Page A,
Center of Book.



Give Her a Truly Luxurious Gift! Fine Kid Gloves

\$179
Pr.
~~\$100~~
to
~~\$249~~
Values



Knit Glove-Scarf Set 2-Ply Extra-Soft Worsted

\$1.49
Set

Warm, smart set in attractive fancy stitch. Gloves have snug ribbed wrists. Gloves, 10 1/2 inches long. Scarf, 8x48 in. Glove Sizes: 6, 7, 8 in. Colors: White, Royal Blue, Red. State glove size, color. 88 N 8051—Shpg. wt., 7 oz. Set. \$1.49

Luxurious Bunny Fur

\$3.95 Set Complete **\$1.69** Pr. Mittens

Warm and flattering for day or evening; a gift she'll greet with joy! Hood lined with Rayon Satin, slide-ribbon fastening. Mittens Cotton Fleece lined. Color: White. Sizes: Hood fits up to 23 in.; mittens, 6, 7, 8 in. State mitten size. 88 N 8009—Set. Shpg. wt., 14 oz. \$3.95 88 N 8029—Mittens. Shpg. wt., 7 oz. Pr. \$1.69



Gift Boxed

Ready to Wrap

Buy these ideal gifts—ready boxed to save you fuss and bother.



Rare Values in Fine Kid—Hand Tailored!

You save 19c to 70c a pair—they're gloves any woman will be proud to own! Luxurious imports, cut to fit, beautifully trimmed. We select for you from assorted novelty styles, made in pre-war Czechoslovakia, Belgium and France, by expert craftsmen. Colors: Black, Dark Brown, Navy, Wine. Sizes: 6, 6 1/4, 6 1/2, 6 3/4, 7, 7 1/4, 7 1/2, 7 3/4, 8 in. State size, color. 88 N 6090—Shpg. wt., pr., 6 oz. Pr. \$1.79



Zephyr Wool Square

49c
Gift Boxed

Wear it over the head or around the neck with any outdoor costume. Generous size. Abt. 27 in. square, incl. self fringe. Soft, all-wool zephyr, multi-color plaid. 88 N 4182—Shpg. wt., 8 oz. \$49c

Creamy White
Sheared
Lambskin
Lining



Warm Lambs' Fleece Lined

\$2.95
Pr. Gift Boxed

Wonderfully warm! Gloves of fine cape leather, with lining of creamy, sheared lambs' fleece on its own soft leather for double warmth. Length, 10 in. Colors: Black, Brown. Sizes: 6, 6 1/2, 7, 7 1/2, 8, 8 1/2 in. State size, color. 88 N 8024—Shpg. wt., pr., 9 oz. Pair. \$2.95



Imported French Kid!

\$1.95
Pr. Gift Boxed

Fine French kid makes these a gift de luxe, yet they are amazingly low priced! Finer sewing, hand tailoring, for better fit. Classic slip-on style, always correct. Lgth., 11 1/4 in. Color: Black only. Quarter sizes: 6 to 7 1/2, also 8 in. State size. 88 N 6060—Shpg. wt., 5 oz. Pr. \$1.95



Give Kid Gloves

\$1.95
Pr. Gift Boxed

Clever stitching gives marvelous, flattering lines to these gloves. Hand tailored in pre-war Belgium or U. S. A. Colors: Black, Dark Brown, Red-wine, Navy. Length, 10 in. Quarter Sizes: 6 to 8 in. State size, color. Shipping weight, 5 ounces. 88 N 6058—Pair. \$1.95

Thrift Priced Wool!

49c
Pr.

Warm, 2-ply knitted Woolen gloves in bright colorful design. Snug ribbed wrist, roll cuff. 10 in. long. Not boxed. Colors: Rust-brown, Green, Blue, Red. Sizes: 6, 7, 8 inches. State size, color. Shpg. wt., pr., 3 oz. 88 N 8001—Pr. \$49c



Lined Leather, Strap Wrist

Rayon and Cotton Fleece Lined **\$1.00** Pr. Fur Lined **\$1.95** Pr.

Cape leather. Snug strap wrist for warmth, and convenience. Choice of 2 warm linings. Not boxed. Colors: Black or Brown. Sizes: 6, 6 1/2, 7, 7 1/2, 8, 8 1/2 in. State size, color. 88 N 6039—Soft Rabbit Fur Lining, 9 3/4 in. long. Shpg. wt., pr., 6 oz. Pr. \$1.95 88 N 6033—Rayon and Cotton Fleece lining. 10 in. long. Shipping weight, pr., 4 oz. Pair. \$1.00



Fur Lined

Another Great First for Sears!

Nylon

ROYAL PURPLE

STOCKINGS

NOW IN 4 DIFFERENT LEG LENGTHS

Proportioned for Every Foot Size
There's a Type and Size for You
Use Chart at Bottom of the Page

\$1.35 Pair 2 pairs \$2.60

Millions of American women are wearing Nylon stockings! In the opinion of Everyone, they are the most beautiful, the sheerest, the longest wearing stockings of their weight ever produced. Fit has been the only problem of Nylons... now Royal purples—the stockings that lead the field in low price and long wear, are among the first to offer you proportioned fit in Nylons! They offer a stocking for every figure, short-slender, slender, average and tall-stout. Choose the proper leg type. Your stockings will look lovelier, wear longer.

Add this special feature to the many other features of Royal Purples—superior construction, unusual beauty, long wear. You'll agree that they're real values. Stockings of this fine quality sell for \$1.50 in other stores. Every woman should buy at least one pair to know the comfort and pleasure of wearing fitted Nylons! These new stockings are being featured in the season's favorite color, Joyous... a soft, light beige that will highlight any color combination. Check the specifications following your size in each chart below to find your correct length. Color: Joyous. Shpg. wt., pr., 2 oz.; 2 prs., 3 oz.

Sears Merchandise Certificates Make Ideal Gifts. See Page C in Center of Book.

SHORT-SLENDER

Sizes 8½ to 10

- 8½... Wt., 110 lbs. or less.
Ht., 5 ft. 2 in. or less.
- 9... Wt., 112 lbs. or less.
Ht., 5 ft. 2 in. or less.
- 9½... Wt., 115 lbs. or less.
Ht., 5 ft. 3 in. or less.
- 10... Wt., 118 lbs. or less.
Ht., 5 ft. 3 in. or less.

86 N 810—State size
Pair.....\$1.35
2 Pairs..... 2.60



SLENDER

Sizes 8½ to 10½

- 8½... Wt., 120 lbs. or less.
Ht., 5 ft. 2 in. or over.
- 9... Wt., 125 lbs. or less.
Ht., 5 ft. 2 in. or over.
- 9½... Wt., 128 lbs. or less.
Ht., 5 ft. 3 in. or over.
- 10... Wt., 130 lbs. or less.
Ht., 5 ft. 3 in. or over.
- 10½... Wt., 100-135 pounds.
Ht., 5 ft. 7 in. or less.

86 N 811—State size
Pair.....\$1.35
2 Pairs..... 2.60



AVERAGE

Sizes 8½ to 10½

- 8½... Wt., 121 lbs. or over.
Ht., 5 ft. 2 in. or over.
- 9... Wt., 126 lbs. or over.
Ht., 5 ft. 2 in. or over.
- 9½... Wt., 129-150 lbs. Ht.
5 ft. 3 in. to 5 ft. 7 in.
- 10... Wt., 131-160 lbs. Ht.
5 ft. 3 in. to 5 ft. 7 in.
- 10½... Wt., 136-165 lbs. Ht.
5 ft. 7 in. or less.

86 N 812—State size.
Pair.....\$1.35
2 pairs..... 2.60



TALL-STOUT

Sizes 9½ to 11

- 9½... Wt., 150 lbs. or over.
Ht., 5 ft. 7 in. or over.
- 10... Wt., 160 lbs. or over.
Ht., 5 ft. 7 in. or over.
- 10½... Wt., 165 lbs. or over.
Ht., 5 ft. 7 in. or over.
- 11... Wt., 170 lbs. or over.
Ht., 5 ft. 7 in. or over.

86 N 813—State size.
Pair.....\$1.35
2 pairs..... 2.60



For a Christmas She'll Long Remember

ROYAL PURPLE

Carefrees

The Most Popular Stockings
In the Royal Purple Family

79^c Pair 3 pairs \$2.28

It's their beauty, the way they fit, the way they wear, that makes Carefrees the perfect solution to your gift problems! They're actually \$1.15 quality—you can SAVE and still give lovely stockings. Carefree's new finish has made them even more resistant to snags and runs, to color fading. Full fashioned, Ringfree silk stockings, extra fine gauge. French heels, sandal soles. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Be sure the color you want is listed in style that you order.

2-THREAD GRENADINE CREPE—All silk reinforced top, toe, sole, heels. Picot run stops. Colors: Skintone, Joyous, Versatile, Holiday, Roselite, Townwear. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 N 752—Pair.....79c 3 pairs \$2.28

3-THREAD GRENADINE CREPE—Sheer yet sturdy. Colors, shipping weight, same as 2-thread Grenadine crepes.

86 N 645—Pair.....79c 3 pairs \$2.28

4½-THREAD GRENADINE CREPE—Most beautiful of its weight. Reinforced mercerized cotton toes. Silk-over-cotton soles, heels. State size, color. Colors: Skintone, Joyous, Versatile, Holiday, Roselite, Townwear. Shipping weight, pair, 3 oz.; 3 pairs, 7 oz.

86 N 710—Pair.....79c 3 pairs \$2.28

7-THREAD SERVICE—Heaviest, longest wearing. Silk over cotton heels, toes and soles. Mercerized cotton tops. State size and color. Shpg. wt., pr., 3 oz.; 3 prs., 7 oz. Colors: Versatile, Holiday, Townwear, Gunmetal.

86 N 535—Pair.....79c 3 pairs \$2.28

ROYAL PURPLE COLORS

Skintone ... Our lightest tan beige

Joyous ... Light tan beige (rose cast)

Versatile ... Medium tan beige

Holiday ... Deeper tan beige (rose cast)

Roselite ... Medium Rose beige

Townwear ... Medium neutral beige (taupe)

Gunmetal ... A deeper gray taupe

All colors not offered in all styles. Be sure the color you want is listed in the style you are ordering.

Runproof



89^c Pair 3 pairs \$2.57

One of the finest of all Runproof stockings! She'll bless you a thousand times for the wisdom of your selection if you choose Royal Purple Runproofs. The most practical of all chiffons, they're knit in a tiny mesh stitch that's actually RUNPROOF! They look like other chiffons when they're being worn. Considering Royal Purple Runproofs by price and the length of service, you'll find that they're actually *inexpensive*. True to the quality standards of all Royal Purple stockings, they're Ringfree, fine gauge knit and have a rich dull appearance. Fine seam, French heels, picot tops. Full fashioned. Silk tops, soles. Silk-over-cotton heels, toes.

Colors: Versatile, Holiday, Roselite, Townwear. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pr., 2 oz.; 3 prs., 5 oz.

86 N 452—Pair.....89c 3 pairs \$2.57

Lace Mesh

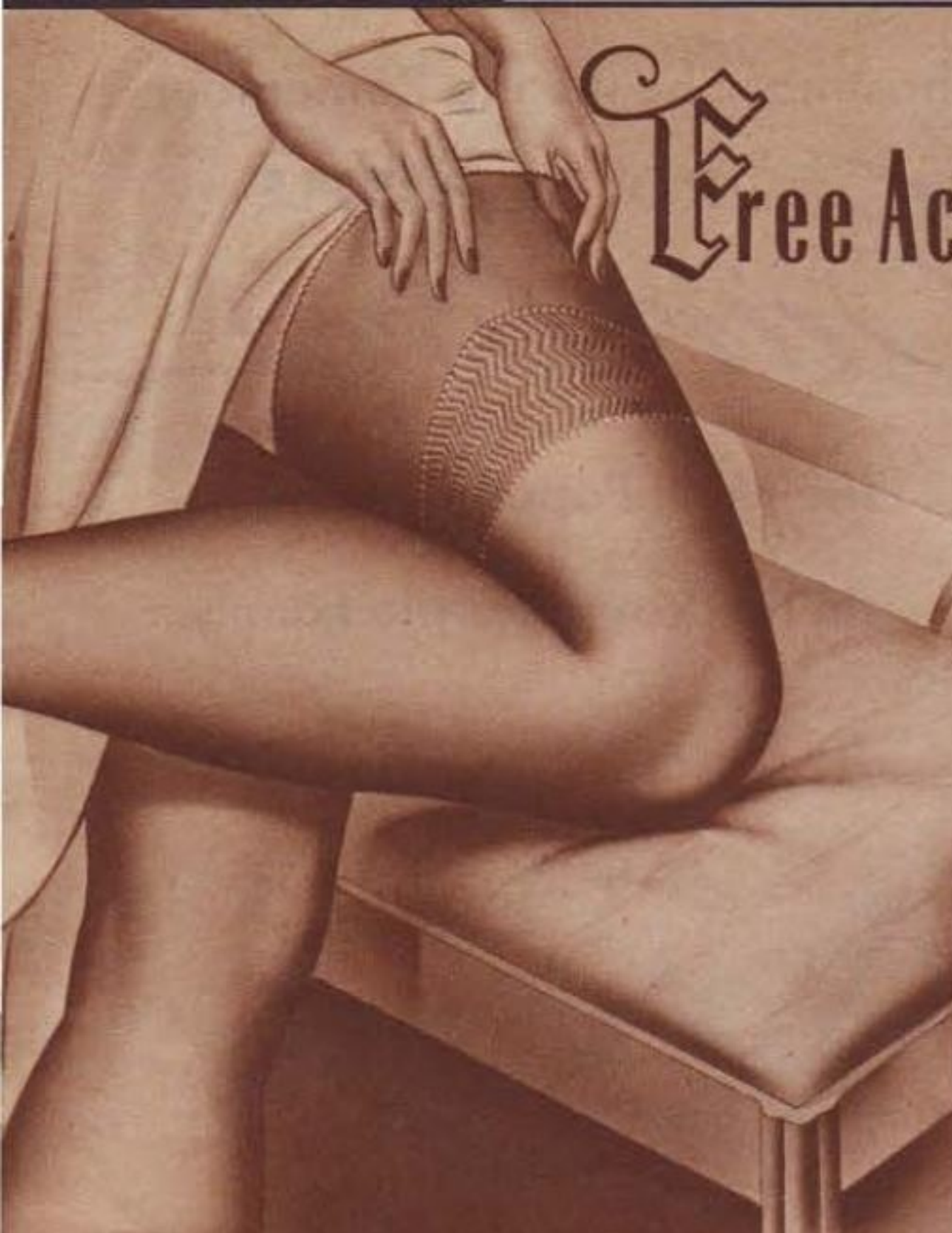


\$1.29 Pair 3 pairs \$3.75

Beautiful Royal Purple lace stockings—a compliment to feminine loveliness! Buy several pairs for her and be assured that THIS Christmas gift will really be appreciated. For daytime or evening occasions, she'll praise their long wear. Fine silken threads form an intricate cob-web pattern of breath-taking beauty, yet for all their sheerness, they're very practical. THAT'S the beauty of these lovely lace mesh stockings—many women find that they cost *less* than cheaper stockings because they wear so well. You'll be giving her \$1.65 quality stockings when you give these! Dainty tailored tops, silk reinforced feet. Sandal soles.

Colors: Joyous, Roselite, Black. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

86 N 870—Pair.....\$1.29 3 pairs \$3.75



Free Action

Two-Way Stretch Lastex Lace
in Tops Cuts Down Runs in
These Sheer Chiffon Stockings

These lovely silk sheers are the answer to many stocking problems—and to your Christmas gift problems, too! The hazards of bending and stretching are eliminated because there's an insert of Lastex in the top which allows extra stretch both ways. Whether she's tall, short or medium, they adjust easily to the length required. Seams stay neat and smooth. French heels, sandal soles.

Colors: Skintone, Joyous, Versatile, Holiday. Sizes: 8½, 9, 9½, 10, 10½. State size, color. See Color Descriptions on preceding page. Shipping weight, pair, 2 ounces; 3 pairs, 5 ounces.

79¢ Pair 3 pairs \$2.28

FULL FASHIONED

Extra fine gauge with all the fine features that identify them as genuine Royal Purples! 3-thread weight. Clear Ringfree pure silk with all silk reinforcements.

86 N 850—Pr. 79¢ 3 prs. \$2.28

49¢ Pair 3 pairs \$1.40

NOT FULL FASHIONED

They're 4-threads—just the right weight for all-around wear. Fine gauge knit. Cotton heels, toes. They'll make a practical gift that every woman likes to receive!

86 N 656—Pr. 49¢ 3 prs. \$1.40

Give Royal Purple Wonder Values

That's "Merry Christmas"
The Practical Way

Silk Stockings May Be
Included in
Your Easy Payment
Gift Order.
See Page A,
Center of Book

Really Ringfree

GIVE Her
SILK STOCKINGS
FOR CHRISTMAS

Worth at Least **49¢**

39¢ Pair 3 pairs \$1.10

Christmas Stockings for the Budget Shopper

It's hard to believe that silk stockings costing so little could be so lovely and wear so long. That's because they're extra fine gauge knit to make them beautiful, long wearing, trim fitting. Knit on 3-carrier machines to assure a clear ringfree texture. Seam-effect back; French heels; low sandal soles. Tailored picot tops.

3-THREAD CREPE

Sheer, long-wearing stockings. Silk tops. Cotton toes, heels. Colors: Skintone, Joyous, Versatile, Holiday, Roselite, Townwear. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pair, 2 oz.; 3 pairs, 5 oz. 86 N 660—Pair...39¢ 3 pairs...\$1.10

MEDIUM SERVICE WEIGHT

A long-wearing sturdy stocking. Mercerized cotton tops, heels, toes. Colors: Versatile, Holiday, Townwear. Sizes: 8½, 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 3 ounces; 3 pairs, 7 ounces. 86 N 440—Pair...39¢ 3 pairs...\$1.10

59¢ Pair 3 pairs \$1.69

Choice of Three Popular Thread Weights

A splendid opportunity to give lovely silk stockings—the kind every woman appreciates, and they're so inexpensive you'll want several pairs! They have a high twist dull smooth finish that makes them resist snags and catches. Full fashioned, Ringfree, water spotproof. Picot tops, garter runstops. Fine seams. French heels, sandal soles. Sizes: 8½, 9, 9½, 10, 10½. State size and color.

3½-THREAD

They look like 3-threads, but wear like 4-threads. Silk-over cotton soles, toes. Colors: Holiday, Joyous, Roselite, Skintone, Townwear, Versatile. Shpg. wt., pr., 2 oz.; 3 prs., 5 oz. 86 N 620—Pair...59¢ 3 prs. \$1.69

5-THREAD

Service chiffons. Silk over-cotton heels, toes, soles. Stretchy tops. Colors: Holiday, Joyous, Roselite, Skintone, Townwear, Versatile, White. Shpg. wt., 3 oz.; 3 prs., 7 oz. 86 N 630—Pair...59¢ 3 prs. \$1.69

SERVICE WEIGHT

Heavy; long wearing. Cotton stretch tops, toes, heels, soles. Colors: Gunmetal, Holiday, Townwear, Versatile, White. Shpg. wt., pair, 3 ounces; 3 pairs, 7 ounces. 86 N 540—Pair...59¢ 3 prs. \$1.69

It's a Warm Christmas in Silk and Wool Stockings

That "Extra Nice" Quality You Want in a Gift

80% Wool, 20% Silk

67^c Pr. 3 prs. \$1.95

These are warm because they're 80% wool—smart because the 20% silk is knit on the outside (3 threads of silk over 1 of wool). Fine gauge knit of soft fine wool. Reinforced soles, 4-thread mercerized cotton heels, toes, inner tops. French heels.

Colors: Vagabond Tan, NuBrown, Townwear, Gunmetal, Black. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pair, 4 oz.; 3 pairs, 10 oz.

86 N 2570—Pair 67c 3 pairs. \$1.95

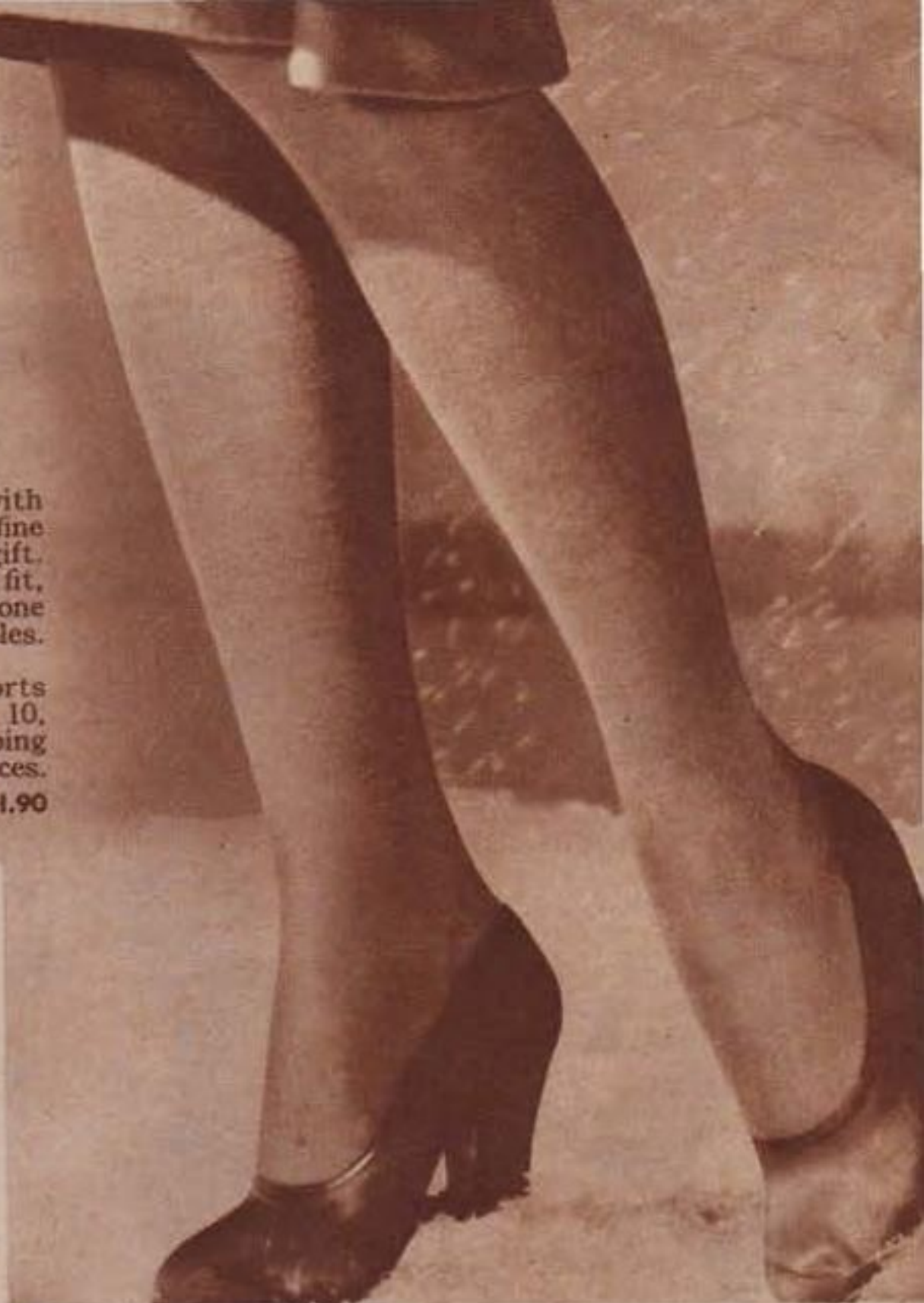
Full Fashioned

97^c Pr. 2 prs. \$1.90

If she likes to combine warmth with smart appearance, these extra fine stockings will make an ideal gift. They're full fashioned for perfect fit, are one-half Australian wool, one half silk. French heels; double soles. Reinforced heels and toes.

Colors: Dark Beige, Gunmetal, Sports Tan, Maple Brown. Sizes: 9, 9½, 10, 10½. State size and color. Shipping weight, pair, 4 ounces; 2 pairs, 6 ounces.

86 N 2554—Pair 97c 2 pairs. \$1.90



From Christmas to Christmas—
Smart Girls Wear
Campus Socks and Anklets . . .
The Smartest Buy Them at Sears

① New Wide Rib

It's feet first in Fashion **25^c** Pr. this Christmas—3 prs. 73c—and Sears Campus Socks lead the parade! These new "English type" to-the-knee socks are wide ribbed knit of mercerized cotton. Lastex in the tops.

Colors: Brown, Cadet Blue, Green, Red. Sizes: 8½, 9, 9½, 10, 10½. State size, color. Shipping weight, pair, 4 oz.; 3 pairs, 10 oz.

86 N 2828—Pair . . . 25c 3 pairs. 73c

② Soft Wool

They're tops in style—warmth, **49^c** Pr. too! Our finest Campus Socks in soft ribbed wool. Lastex in band that hugs securely just below the knee to keep them firmly in place. Cotton reinforced heels and toes. A perfect gift!

Colors: Green, Navy Blue, Red. Sizes: 9, 10, 11. State size, color. Shipping weight, pair, 4 oz.; 2 pairs, 7 oz.

86 N 2833—Pair . . . 49c 2 pairs. 95c

③ Novelty Knit

Self-color fancy new pattern with straight **48^c** Pr. tops that come just to the knee. Ideal gift for the style-minded miss! Mercerized cotton, copies of higher priced imports. Lastex band at top. Order a pair of each!

Colors: Beige Tan, Green, Navy Blue, Red. Sizes: 9, 9½, 10, 10½, 11. State size, color. Shipping weight, pair, 4 oz.; 2 pairs, 7 oz.

86 N 2832—Pair . . . 48c 2 pairs. 92c



Wide "Picket" Rib

These new wide "picket" ribbed anklets are knit from finest mer- **25^c** Pr. cerized lisle yarn. 3 prs. 70c

Colors: Brown, Dark Green, Dusty Pink, Navy Blue, Red. Sizes: 8½, 9, 9½, 10, 10½, 11. State size and color. Shpg. wt., pair, 3 oz.; 3 pairs, 7 oz.

86 N 2523—Pr. 25c 3 prs. 70c

Mercerized Lisle

Smart looking, long wearing! 6- **25^c** Pr. Ply heels, toes; double soles. 4 prs. 95c Lastex in tops.

Colors: Moss Green, Rust, White, Dark Blue, Dusty Pink. Sizes: 7, 7½, 8, 8½, 9, 9½, 10, 10½. State size, color. Shpg. wt., pair, 2 oz.; 4 pairs, 7 oz.

86 N 2518—Pr. 25c 4 prs. 95c



GIFT BOXED!
All These Items
Prettily Packed
in a Gift Box.
All Ready to
Be Wrapped.

Luxurious Nightwear for Gifts

Luxurious, Yes...but NOT Expensive!



®

\$3.98
2-Pc.
Set

Negligee
and Gown
Ensemble
In Printed
Rayon Satin



©
Rayon and
Silk Satin
\$2.98

®
Puckerette
Bodice
\$1.98

®
Printed
Rayon Crepe
\$1.98

All Descriptions Are
on the Opposite Page

Here's a Real Bargain
Beauty in Rayon Satin

® **\$1.00**



She'll Love

Comfies Like These!

Descriptions of Items Shown on Opposite Page

Ⓐ Jitterbug Pajamas

First on the "Hit Parade"! Popular for their young tailored details... and easy, full, comfortable cut! You'll like the better quality Rayon Crepe print in these smart deep tones—ideal for traveling or dormitory! Boxy jacket has yoke back and front; handy big pockets. Dainty cord piping. Full cut trousers have elastic at back.

Even Sizes: 30 to 40-inch bust. State size. Shipping weight, 1 lb.

29 N 1300—Deep Blue Print.

29 N 1301—Wine Print. Ea... **\$1.98**

Ⓑ Puckerette Bodice

Brand NEW, and a ravishingly beautiful gown! Notice the new puckerette bodice, how flattering it is... lavish with fine Alençon-type cotton lace. There's extra value and beauty in the rich better quality Rayon Satin that sweeps to a full 55-inch length. Tie-back sash.

Even Sizes: 34 to 40-in. bust. State size. Shipping weight, 11 oz.

29 N 1254—Tearose

29 N 1255—Blue..... Each **\$1.98**

Ⓒ Grecian Style Gown

Our finest gown... one she'll treasure for the beauty of the better quality Rayon and Silk Satin... and for its extra-long 56-in. length! Dainty Rayon Satin ribbon in "criss-cross" effect at bust. Gorgeous cotton lace trim at new sweetheart neck; lace ruffle around full swirling bottom. Tie-back sash.

Even Sizes: 34 to 40-inch bust. State size. Shipping weight, 12 oz.

29 N 1265—Tearose

29 N 1266—Blue..... Each **\$2.98**

Ⓓ Negligee Ensemble

Clever double-duty ensemble in dainty printed better quality Rayon Satin. Wrap-around coat ties at side, has wide sweeping skirt; can be worn separately. It is full 56 in. long, makes an adorable hostess coat! Slim waisted mid-riff gown has shirred shoulders; tie-back sash. Length, 55 inches.

Even Sizes: 30 to 40-in. bust. State size. Shpg. wt., 1 lb. 5 oz.

29 N 1262—Tearose Print

29 N 1263—Blue Print... Set **\$3.98**

Ⓔ Stunning V-Neck Gown of Rayon Satin and Lace

Bargain priced... but by no means bargain quality! You'd pay at least \$1.39 in most city shops for this stunning gown! Made of sleek Rayon Satin with lots of lovely ecru cotton lace on the V-neck bodice... dainty finish all around arms and at V-back. You'll love the graceful bias-cut, with shirred front waistline—so slenderizing, so flattering to the figure! Narrow tie-back sash. Length, 53 inches. She'll thank you for this adorable gift!

Even Sizes: 34 to 40-in. bust. State size. Shipping weight, 10 ounces.

29 N 1252—Tearose

29 N 1253—Blue..... Each **\$1.00**



Embroidered! Lacy!

Regular \$1.29 value! Dainty bed jacket in our better quality Rayon Satin. Fine Schiffl embroidery on front... lace all around neck, bell sleeves and bottom. Rayon Satin ribbon tie. Gift boxed!

\$1.00

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 9 ounces.

29 N 1267—Tearose

29 N 1268—Blue

Quilted Rayon Satin

Lots of warmth in this handsome Rayon Satin bed jacket! All over quilted... with pointed yokes back and front, topped by a "little girl" collar. Smart puff shoulders. Cotton lining. Gift boxed.

\$1.98

Even Sizes: 34 to 40-inch bust. State size. Shipping weight, 1 pound 5 ounces.

29 N 1269—Tearose

29 N 1270—Blue

Wool Bed Jacket

Comfy All-Wool Zephyr in a richly knit pattern. Skillfully knit border on bottom and sleeves, prevents sagging. Three big Rayon Satin Ribbon ties. A lovely gift! Boxed.

\$1.98

Even Sizes: 34 to 44-inch bust. State size. Shipping weight, 14 ounces.

29 N 8044—Light Orchid

29 N 8045—Tearose

SEE OUR BIG CATALOG FOR THOUSANDS OF OTHER IDEAL GIFTS

Remember too, Merchandise Certificates Make Ideal Gifts—See Page C in Center of Book.



Also
Stout
Sizes

"Cozies" for Comfort!

Grand for chilly nights! Booties of soft warm All Wool Zephyr, topped with a crochet edge of fluffy Angora. Drawstring ties with cute pompons for snug fit. A welcome gift for anyone!

94¢ Pair

One Size Only. Shipping weight, pair, 5 ounces.

29 N 8066—Tearose

29 N 8065—Orchid

Knit Shoulderette

An ideal gift! Warm All Wool Zephyr. Delightfully soft, flattering! Shpg. wt., ea., 9 oz.

\$1.00 Reg. Sizes

Regular Size: one size to fit 34 to 44-inch bust.

29 N 8046—Tearose

29 N 8047—Orchid

29 N 8048—Pale Blue... **\$1.00**

Stout Size: one size to fit 46 to 54-inch bust.

29 N 8049—Orchid... **\$1.39**

Angora Trim

Gift boxed! There's comfort and beauty in this lovely shoulderette! Knit of fine Wool Zephyr and Rayon. Angora hand crochet edge. Rayon Satin Ribbon tie. One size to fit 34 to 44-inch bust. Shipping wt., 10 ounces.

\$1.39

29 N 8050—Copen Blue

29 N 8051—Tearose

Shop Early, Pay Later

GIFTS FOR ALL AVAILABLE ON SEARS EASY TERMS... SEE PAGE A IN CENTER OF BOOK

◆ PAGE 33... NIGHT WEAR

First Time
at This
Low Price!



\$1.00



New! Straight Cut RAYON SATIN SLIP

Elastic Side Inserts
Woven With the New

MIRACLE *Laton* YARN

- Gives Smooth Glove-Like Fit
- Absorbs Pull and Strain
- Won't Ride Up or Twist
- Withstands Repeated Washings

There's every *perfect fit* feature in this dream of a slip! Designed to hug the figure with a sleek smoothness that won't show a wrinkle under your slimmest dress! Supremely comfortable, too—the side inserts, woven with elastic *Laton* yarn, give with your every move. There's no seam at sides, it's straight cut from top to hem—so it won't twist... it won't bunch... and it won't ride up! Beautifully fitted bust; hemstitch trim at neck. Extra strong, covered, non-rip seams that will hold for the life of the garment. Adjustable shoulder straps. Made of our better quality Rayon Satin, it's a miracle of *value and comfort!*

Even Sizes: 32 to 44-inch bust. *State size.* Length, 42 inches. Shipping weight, 9 ounces.

29 N 3802—Tearose... \$1.00

Really Beautiful Lingerie



Every Slip Nicely
Boxed... Makes
A Perfect Gift!



Lavishly Trimmed Rayon Satin Slips Specially Designed for Ideal Gifts

- Our Best Quality
- Fine Imported Laces
- Finest Workmanship
- Non-Rip Seams

\$1.98
Each

This exquisite slip has both dainty embroidery and deep, shaped cotton lace on bodice... and a wide swirling lace ruffle at the bottom. You'll love the "luxury feel" of the rich and shimmering multi-filament Rayon Satin... it's our finest quality. Popular 4-gore style, straight cut at sides so it won't twist or ride up. Rip-proof seams. Wide adjustable Rayon Satin ribbon straps. Makes a lovely gift!

Even Sizes: 32 to 44-in. bust. *State size.* Length, 42 in. Shpg. wt., 9 oz.

29 N 3804—Tearose... \$1.98

The most expensive-looking slip we've seen at this price! There's beauty in every inch of the finer, softer, multi-filament Rayon Satin, lavishly trimmed with fine Val-type cotton lace. Bodice has Silk Georgette insert, with Rayon Satin ribbon and dainty lace all around top. Fluttering flounce of lace and Silk Georgette at bottom. Reinforced lace straps. True bias cut.

Even Sizes: 32 to 40-inch bust. *State size.* Lgth. 42 in. Shpg. wt., 9 oz.

29 N 3803—Tearose... \$1.98

Sleek Fitting Midriff Style

Shimmering
Rayon
and
Silk Satin

\$1.49

An absolute "must" for your slim fitted frocks! It's the new midriff style with bias bands under the bust that sleek the slip smoothly to your figure. Made of rich, good quality Rayon and Silk Satin. Beautifully shaped bodice has deep cotton lace top with Rayon Satin ribbon drawn through. Dainty narrow lace edge all around the bottom. Adjustable straps. Non-rip seams.

Even Sizes: 32 to 44-inch bust. *State size.* Length, 42 inches. Shipping weight, 8 ounces.

29 N 3805—Tearose... \$1.49

For Other Stunning Slips, See Sears Big Catalog

for Christmas Gifts

Shop Early . . . Pay Later!

For Easy Terms, See Page A, Center of Book

What Christmas Thrills
They'll Get From These
DRESS 'N' DOLLY SETS!

ONLY
\$1.00
Each
Set

The Gift Box Has
a Cellophane
Window!



If you have a little lady of 1 to 6 in your home—here's something she'll love for Christmas! A perky dress—of fine 80-square Percale—with a cunning rag doll of the same material. You'd call them bargains at twice the price! Shipping weight, each set, 1 pound 3 ounces.

Set for 1 to 3's

Up-to-the-minute checked Percale dress—with sweeping swing skirt; rick-rack and embroidery trim. Matching checked rag doll.

Sizes: 1, 2, 3. State size.

29 N 5377—Red Check
29 N 5378—Blue Check . . . **\$1.00**

Set for 3 to 6's

Dress of striped Percale with smocked bodice; puff sleeves. Gay swing skirt has money bag pockets, front pleat. Matching doll.

Sizes: 3, 4, 5, 6. State size.

29 N 5978—Copen Blue
29 N 5979—Dusty Pink . . . **\$1.00**

**Cozy Bathrobes
for 2 to 6's**

With Attached
Hood and
Matching Slippers **\$1.59**
Set

(A) Hooded robe and slippers of warm double fleeced Beacon Cotton Blanket Cloth—with cord sash and pocket. Smart cording trim edges hood, cuffs and pocket.

Sizes: 2, 4, 6. State size. Shipping weight, set, 1 lb. 1 oz.

29 N 3284—Blue
29 N 3285—Deep Rose

Good Quality
Bargain
Priced **89c**

(B) Low priced Robe of Cotton Blanket Cloth. Tailored so it's right for boys or girls. True double breasted style with notched lapels, cord sash, pocket. Warm and comfy.

Sizes: 2, 4, 6. State size. Shipping weight, 15 ounces.

29 N 3282—Red
29 N 3283—Blue



These Pajamas and
Undies Neatly Boxed
All Ready to Wrap

**Rayon Satin
Pajamas**

Sizes **\$1.29**
6-14

Any school girl will be pleased-as-punch to own these "smoothies"! Cute pajamas in our good quality Rayon Satin.

Slipover top has contrasting piping on collar and front . . . perky butterfly sleeves. Full-cut trousers have elastic at back. Strongly sewn seams.

Sizes: 6, 8, 10, 12, 14.
State size. Shpg. wt., 14 oz.

29 N 2406—Tealrose
29 N 2407—Blue

**Rayon Satin
Slip 'n' Panty**

Sizes **89c**
4 to 14 Set.

Tremendous bargain! Think of a Rayon Satin slip and panty set in our good quality for only 89c! The slip has dainty hemstitching at neck and arms. Flounce bottom is lace-edged. Fancy flat-fit elastic top bloomerettes are lace-trimmed, too!

A grand gift!

Sizes: 4, 6, 8, 10, 12, 14.
State size. Shipping weight, set, 8 ounces.

29 N 2002—Tealrose



**Like Mother's!
Beautifully Quilted
Rayon Satin
Housecoat**

For **\$1.98**
2 to 6's

Usually sold at \$2.39! Quilted full-length housecoat of gleaming Rayon Satin in a dainty floral print. Padded, for warmth, with soft Cotton. Closes snugly with a three-quarter length zipper. Flares generously at bottom. Long sleeves, self-tie sash.

Sizes: 2, 4, 6.
State size. Shpg. wt., 1 lb. 4 oz.

29 N 3233—
Light Blue
29 N 3234—
Light Pink



WOMEN'S GENUINE Sheep's Wool Slippers

Red, Blue
or Black
Kidskin



\$1.98
Pair



67c
Pair

Electrified shearling cuff. Soft shearling lining. Hard leather sole.

Women's Sizes 4 to 9. No half sizes. D width. State size. Shipping weight, 1 lb. 6 oz.

15 N 3661—Red Kid

15 N 3662—Blue Kid

15 N 3663—Black Kid

Pair.....\$1.98

Grand gift that looks a lot and costs so little. Warm sheepskin lining and cuff. Double leather sole. Blue trim.

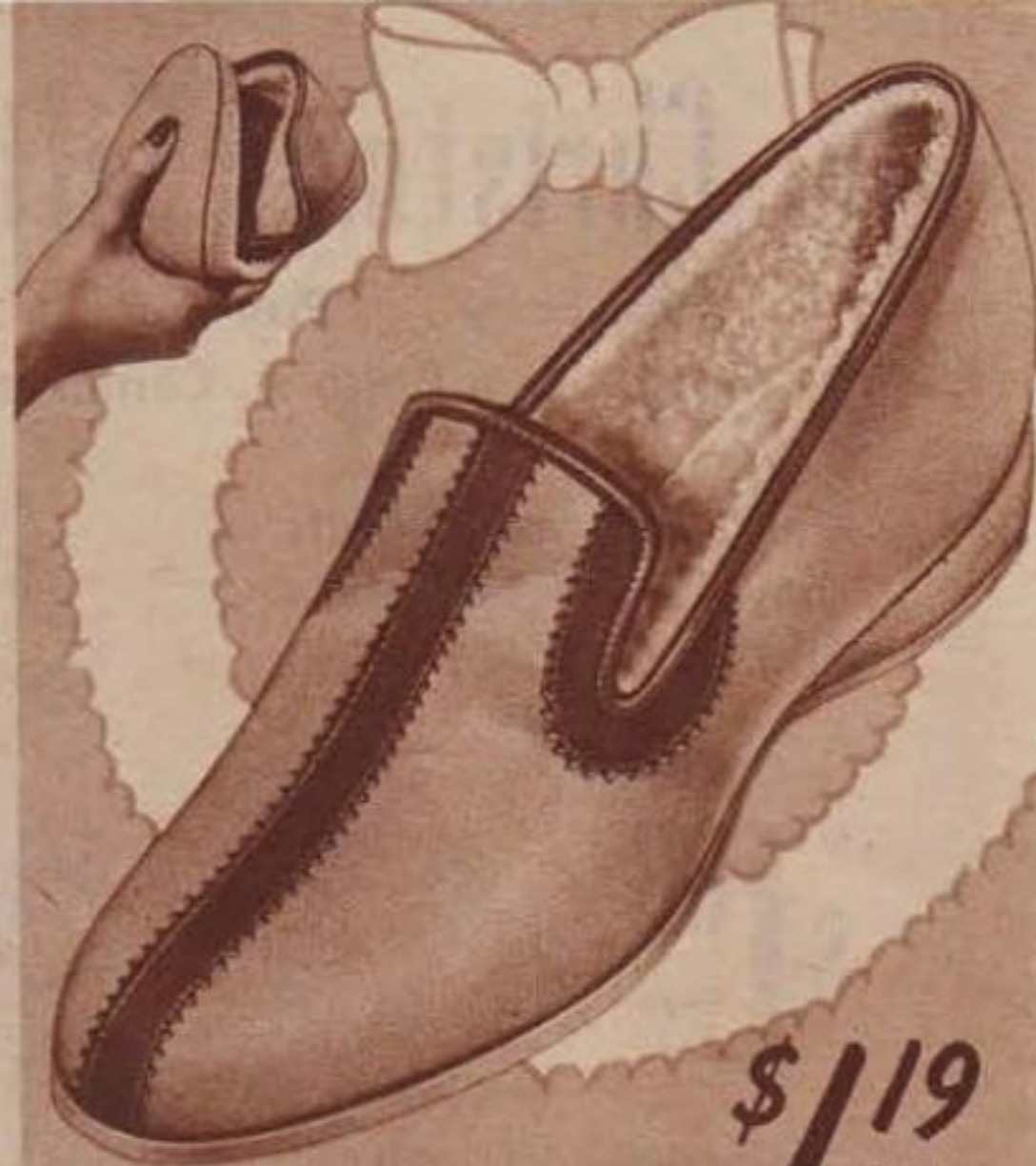
Women's Sizes 3 to 9. No half sizes. E (wide) width. State size. Shipping weight, 14 oz.

15 N 3684—Natural Color Sheepskin.

Pair.....67c

How to Order Slippers

Order same size as shoe in most cases. If slipper wanted has no half sizes, order as follows: Example for NARROW WIDTH feet (AAA, AA, A), if you wear size 5½ or 6 shoe, order size 5 slipper. Example for MEDIUM WIDTH feet (B, C), if you wear size 5 or 5½ shoe, order size 5 slipper. Example for WIDE WIDTH feet (D, E or wider), if you wear size 5½ or 6 shoe, order size 6 slipper.



\$1.19
Pair

Flexible Hand-Turned Leather Soles

A gift you'd be proud to give or own... One of the finest values we've ever offered! Makes a grand present because it's so good-looking and so completely practical. Natural color shearling, trimmed with brown. Hard leather sole is of unusually good quality. Genuine hand turned construction of upper and sole makes for comfort and flexibility.

Women's Sizes 3, 4, 5, 6, 7, 8, 9 in E (wide) width. No half sizes. State size. Shipping wt., 14 oz.

15 N 3667—Natural Color. Pair.....\$1.19

Mother, Sister,
Brother, Too

Everyone Wants Snow Boots

For Easy Terms
See Page A, in
Center of Book

Little Boys' and Girls' Sizes
Toasty Warm Lining



\$1.59
Pair

True Grown-up Style

Sturdy leather uppers, insoles, counters. Shearling lined tops. Walled last. Rubber soles.

Children's sizes 8½, 9, 9½, 10, 10½, 11, 11½, 12, 12½, 13, 13½, 1, 1½, 2, 2½, 3 in D (medium wide) width. State size. Shpg. wt., 1 lb. 13 oz.

15 N 1726—White

15 N 1728—Brown

15 N 1727—Smoke color. Pair.....\$1.59



Leather Insole, Counter

Walled vamp. Up-or-down sheepskin cuff. High grade elk-grained leather upper. Rubber sole and heel.

\$1.88
Pair

Women's Sizes 2½, 3, 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8 in C (medium) width. State size. Shipping weight, 2 pounds 4 ounces.

15 N 2045—White

15 N 2047—Brown

15 N 2046—Smoke Color. Pair. \$1.88

TALON
SLIDE
FASTENERS



Campus Rubber Boots

On or off in a jiffy! Fine quality rubber. Smooth elastic net lining. 12 inches high. Reinforced rubber sole and heel. Shpg. wt., 2 lbs. 6 oz.

\$2.69
Black

Women's Sizes 4, 5, 6, 7, 8. No half sizes. For all Cuban heels order same size as shoe. For heels 2¼-in. and higher order one size smaller. Not to be used over Low or Walking heels.

76 N 9867—White. Pair.....\$2.98

76 N 9863—Black. Pair.....2.69



Yardley Gift Set

① A gift of distinction. Compliment her this year with a set of these fine toiletries. Contains two guest size cakes of Yardley's Lavender Soap and a bottle of Lavender Water. Packed in a lovely Yardley gift package. Smart appearance plus low price makes this a real gift value. Order today. Postpaid.

8 N 9708.....95c

Early American Old Spice Trinket Box

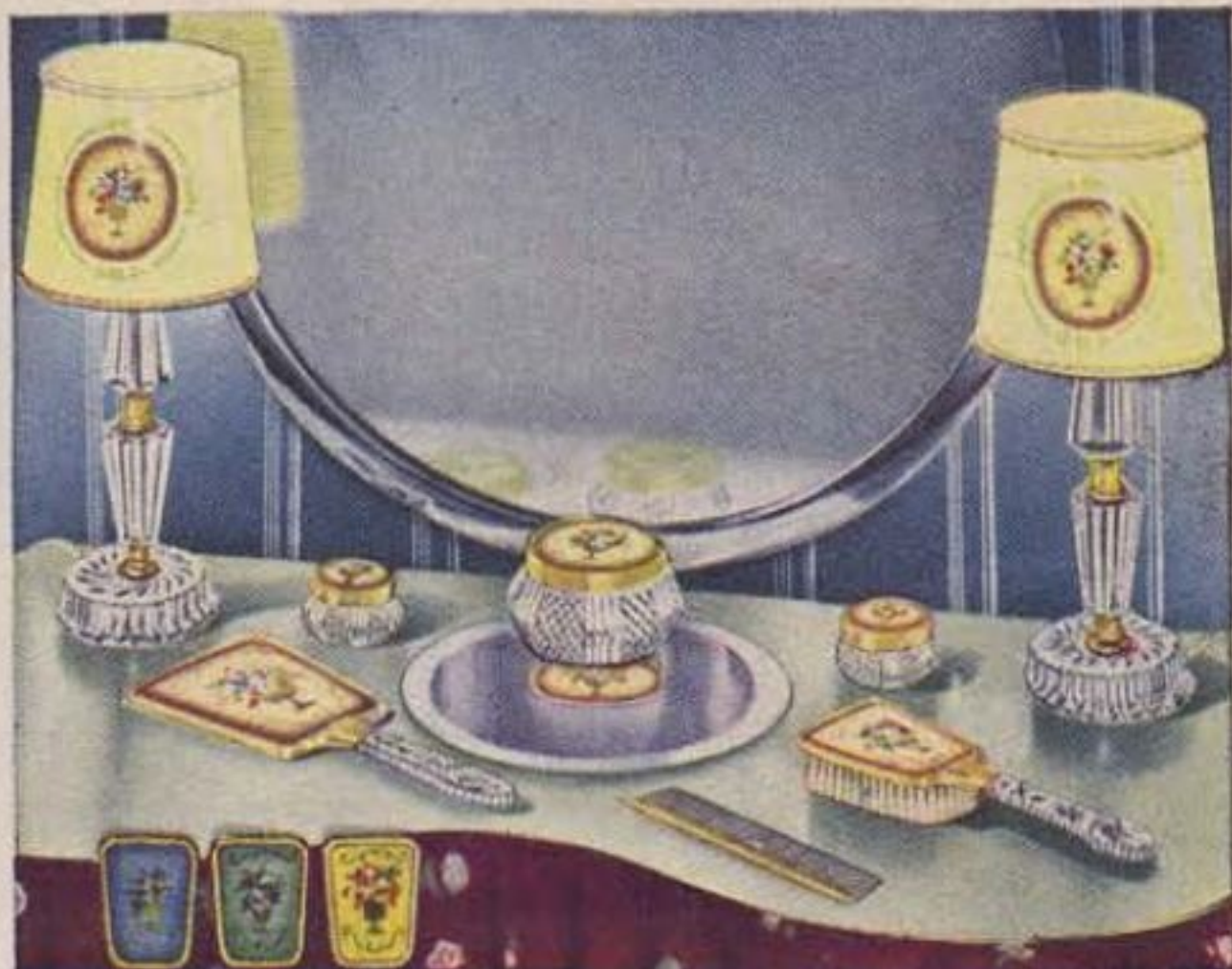
② A lovely gift and a useful one, too, because after she uses these fine toiletries she can find scores of uses for the clever wood veneer paper covered trinket box in which they are packed. Set contains Old Spice Talc, Soap, Toilet Water, and Sachet Pillow. Size of trinket box about 8½x6½x1½ inches.

8 N 9704—Postpaid.....\$1.00

Old Spice Homestead Kit

③ Exquisite toiletries in a wood veneer paper box of Colonial design. Set contains full \$1.00 sizes of Old Spice Dusting Powder and Old Spice Toilet Water. Size of box about 8¼x6¼x2¼ inches. She can keep the box long after the toiletries are gone.

8 N 9705—Postpaid.....\$2.00



You'd Expect to Pay at Least \$10.00
For This Complete Dresser Ensemble

\$4.98

Everything she needs to make her dresser complete—even to the two beautifully shaped crystal-like glass boudoir lamps with dainty gold color metal trim. Make it a Christmas she'll remember forever by giving HER this beautiful enamel-effect finish 9-piece set. Consists of comb, brush, hand mirror (11½ in. long), powder jar, 2 cream jars, mirror tray, and 2 boudoir lamps (abt. 15½ in. tall) with parchment-like decorated shades. Brush and hand mirror have dainty, crystal-like glass handles. Delicate floral design and gold color metal trim throughout. State color: Gilt, Ivory, Blue, Green.

8 N 09706—Shipping weight, 12 pounds.....\$4.98

BUY A GIFT SHE'LL LONG REMEMBER... SEE PAGE A IN CENTER OF BOOK FOR EASY TERMS



Coty
Gift Set \$2.00

Lovely ladies everywhere prefer Coty's delightful cosmetics. This stunning set contains a box of Coty's "AirSpun" Face Powder and bottle of Coty's Toilet Water. Choice of L'Aimant, Paris, Emeraude, or L'Origan odors. State odor. In a beautifully designed gift box.

8 N 9711—Postpaid...\$2.00

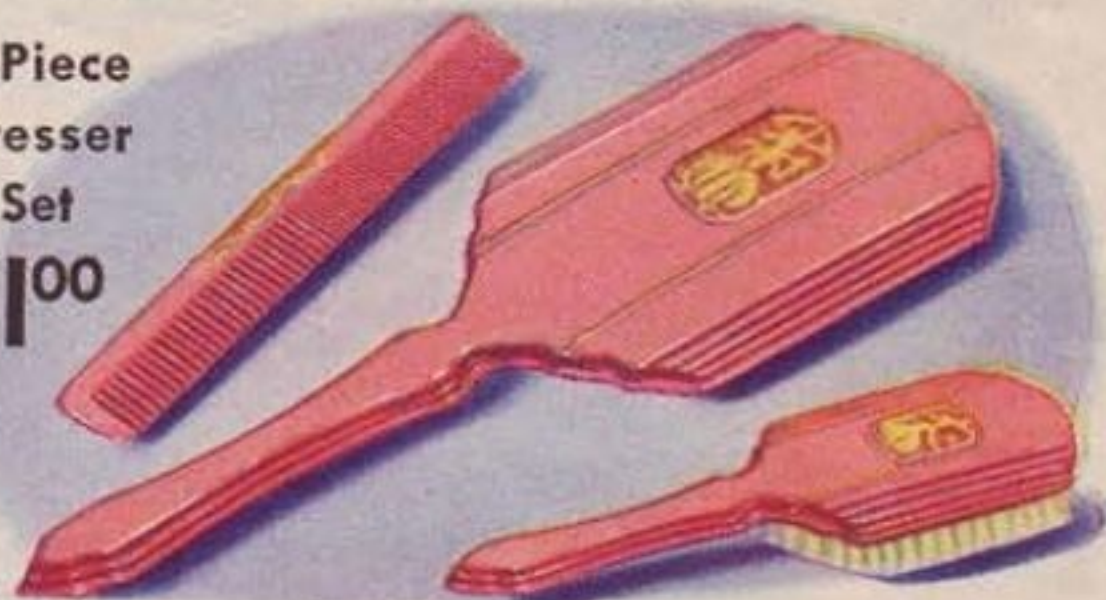


Coty
Gift Set \$2.25

Here's a gift set that will really thrill HER. This exquisitely designed set contains box of Coty's famous "AirSpun" Face Powder and purse size bottle of Coty's Perfume in L'Aimant, Paris, Emeraude, or L'Origan odors. State odor. In a lovely rayon lined hinged gift box.

8 N 9710—Postpaid...\$2.25

3-Piece
Dresser
Set
\$1.00



Stunning Design... Ultra-Smart

An extraordinary value—outstanding in style, outstanding in beauty, and outstanding in price! This charming 3-piece set, consisting of comb, brush, and hand mirror, comes in a lovely smooth finish that is attractively decorated with a smart gold color design on the backs of the brush and hand mirror. You need look no further for an attractive gift for HER. She can't help admiring this lovely set—it's so dainty, so very feminine. Make this a Christmas she will remember with this gift she can use for years to come. It's a set of tremendous value, and one that will make an ideal gift of lasting sentiment. Your choice of Blue, Pink, Green, or Smoky Pearl. State color. Shipping weight, 2 lbs. 2 oz.

8 N 9686—In rayon lined gift box.....\$1.00



3-Piece Dresser Set
An Inexpensive Gift 79c

Three pieces of distinctive design especially created for the budgeted Christmas list. A truly fine set for this unusually low price. It will add color and charm to her dresser. Handsomely decorated with a gold color floral design on the backs of the brush and hand mirror. Mirror about 13½ inches long. Your choice of Green, Pink, or Blue. State color desired.

8 N 9717—Shpg. wt., 2 lbs.....79c

3-Piece Initialed Set
Make it Really Hers! \$1.98

The perfect personalized gift! Have HER initial (one only) hand engraved on backs of brush and mirror (abt. 13¼ in. long) and she'll know it is her's alone. State choice of Blue, Pink, Green, or Smoky Pearl in a beautiful Mother-of-Pearl effect finish with embossed decorations. In rayon lined hinged gift box. Shpg. wt., 2 lbs. 6 oz.

8 N 09714—Print initial wanted. \$1.98

8 N 9742—Same as above set without initials.....1.79

9-Piece Exquisite Dresser Set
To Make HER Christmas Complete \$2.98

She'll have everything at her fingertips when she uses this gorgeous 9-piece set. Contains comb, brush, mirror (13½ in. long), mirror tray, file, cuticle pusher, cuticle knife, powder jar and shoe horn. State color: Blue, Pink, or Green. In a striking satin smooth finish with lovely design.

In Unlined Gift Box Shpg. wt., 3 lbs. 5 oz. \$2.98

8 N 09712.....\$2.98

In Fancy Lined Gift Box Shpg. wt., 5 lbs. 4 oz. \$3.98

8 N 09713.....\$3.98



Cutex Gift Set . . . Former 60c Value!

A real bargain offer! We bought thousands of these handsome manicure sets months ago just so we could offer them to you now at this unheard of low price—actually saving you over 50%. There isn't a girl anywhere who wouldn't want this complete manicure set. It contains everything she needs to help keep her nails looking lovely. Set includes Cutex Polish, Polish Remover, Cuticle Remover, Cuticle Oil, Cotton, 2 Emery Boards, Orangewood Stick, Nail File and cleverly designed Finger Rest. Every piece a necessity. Makes a perfect gift for a young lady's first manicure set. In gift box.

8 N 9921—Shipping weight, 1 pound 2 ounces 29c



Quintuplets Perfumes 39c

Sensational Value. A fascinating novelty set containing 5 different fragrant perfumes. Miss Rose or Miss Chypre for the freshness of the morning—Miss Sweet Pea or Miss Orchid for afternoon—and Miss Gardenia for evening wear. A gay and colorful gift. Shpg. wt., 8 oz.

8 N 6189 39c

7-Piece Gift Basket 59c

This lovely wire basket contains: Bottle of Powdered Sachet, bag of Water Softener, 3 tubes Bath Crystals, bottle of Perfume, and cake of Toilet Soap. State odor: Gardenia or Apple Blossom. Shpg. wt., 2 lbs. 4 oz.

8 N 9722 59c

5 Dainty PowderPuffs 19c

Hang it on the tree for HER on Christmas morning. Five soft 2 3/4-inch velour powder puffs in assorted colors. In transparent "Saf-t-loid" re-usable container. Can be used for cigarettes. Shpg. wt., 8 oz.

8 N 9950 19c



Evening in Paris Perfume-Cologne Set 95c

What could be nicer than to give her an Evening in Paris Set this Christmas? This lovely set contains a purse size tassel bottle of famous Evening in Paris Perfume and a 1-oz. bottle of Evening in Paris Eau de Cologne. Both in a smartly designed gift box.

8 N 4834—Postpaid 95c

Evening in Paris 3-Piece Gift Set \$1.50

The perfect gift ensemble for HER. This set contains Evening in Paris Talcum in glass bottle, Perfume in purse-size tassel bottle, and a bottle of Eau de Cologne. Comes in a lovely Evening in Paris holiday gift package—a delight to behold. A gift she'll love.

8 N 9697—Postpaid \$1.50



Never Before at This Low Price

FORMER \$3.75 VALUE

CUTEX SET

NOW ONLY \$1.19

Cutex Club Kit . . . Genuine Leather Case

Less than 1/3 its original cost! An unheard of value made possible through our purchase of thousands of these lovely sets months ago. Genuine leather case—soft and pliable—with a convenient "zip" slide fastener. Contains every Cutex manicure essential including Salon Polish, Cuticle Oil, Oily Polish Remover, Oily Cuticle Remover, Cotton, Nail White Pencil, Orangewood Stick, Nail File, 2 Emery Boards, and Finger Rest. This is one of the handiest and best looking sets we've ever seen. She'll love it the minute she sees it. Just the right size to hold everything she needs for a complete manicure. Size, open, about 8 3/4 x 9 1/2 inches.

8 N 9920—Shipping weight, 2 pounds \$1.19



Lady Esther Set 23c

30c value. Contains small sizes of Lady Esther Four-Purpose Cream, Lipstick (Madcap shade), and Face Powder. (Natural or Rachel). State Powder shade. Shpg. wt., 1 lb. 2 oz.

8 N 9723 23c

Lady Esther Set 49c

75c value. Contains Lady Esther Four-Purpose Cream, Cologne, Face Powder, (Choice of Natural or Rachel) Rouge and Lipstick in matching shades. Shpg. wt., 1 lb. 12 oz.

8 N 9724 49c

Dutch Colonial Toiletries 39c

New! Distinctive! In wooden containers with exquisite maple finish. Old fashioned spice odor. Shpg. wts., 1 lb. 2 oz.; 12 oz.; and 12 oz.

8 N 9745—Toilet Water in Decanter 39c

8 N 9749—Perfume in Bucket 39c

8 N 9747—Powdered Sachet in Figurine 39c

3-piece Filled Dresser Set 49c

For a little girl. Inexpensive but smartly styled set to add color and charm to her dresser. Brush and mirror have gold color design. State color: Blue, Green, or Pink. In plain box. Shipping weight, 1 lb. 2 oz.

8 N 9719 49c



Miss "Suzy-Q" 39c

She'll win your heart; Miss "Suzy-Q" with her velour and swirl powder puffs. Her base is a drinking glass. She is 9 1/2 in. tall. Shpg. wt., 11oz.

8 N 9951 39c

Musical Powder Box \$2.79

Large one-tune box with porcelain picture top. Size: about 5x3 in. Rose, Green, or Gold color. Satin-effect metal finish with embossed design. Swiss movement. A lovely gift. State color.

8 N 6101 \$2.79

Pond's Gift Set 23c

A 30c value! Pond's cosmetics are always popular. Contains trial sizes of Pond's Cold Cream, Vanishing Cream, and Face Powder. (Rose-Cream or Brunette.) State shade. Shpg. wt., 1 lb. 2 oz.

8 N 9698 23c

Christmas Stocking for Your Best Girl 23c

A real Christmasy looking mesh stocking filled with toiletries. Contains bottle of Perfume, Perfumed Powdered Sachet, tube of Bath Crystals, and cake of Complexion Soap. Stocking tied with a ribbon and bow. In Christmas box. Shipping weight, 1 pound 8 ounces.

8 N 9728 23c

Tangee Gift Box 25c

30c Value! A dandy gift, especially if your budget is limited. Set contains: Tangee Cake Rouge and Tangee Lipstick in the natural shade that blends to match your complexion, and Tangee Face Powder, Flesh shade. Shpg. wt., 5oz.

8 N 9738 25c

38 • SEARS, ROEBUCK AND CO. ♦ Shipping wt., 2lbs.



4-Piece Gift Set 19c

"Romantic Days Gift Box." Gay colorful bath set contains: 2 tubes of perfumed Bath Crystals, Dusting Powder, and bottle of Toilet Water. **State odor.** Gardenia or Apple Blossom. In old-fashioned gift box. Shpg. wt., 2 lbs.

8 N 9733 19c

Tantalux Perfume Bar 87c

\$1.00 value! Three lovely fragrances. Bottles of Gardenia, Bouquet, and Chypre perfume locked into a handsome bar of gold color metal. She can keep perfume to herself because it locks with the tiny lock and key. In gift box. Shpg. wt., 1 lb.

8 N 9721 87c

Bakelite Manicure Set 29c

A smart-looking gift and a useful one, too. Black base contains 3 bottles of liquid nail preparations, emery board, orange-wood stick, and cotton. Black or Red bakelite top. **State color.** Shipping wt., 12 oz.

8 N 9969 29c



~~\$15.00~~
VALUE

Exquisite 3-pc. Genuine Cloisonne Set \$4.95

Value—Beauty—Price—in an outstanding gift that's our No. 1 Christmas value! A "Park Avenue" luxury—never before sold under \$15.00—now offered to Sears customers at a phenomenally low price. Beautiful, genuine cloisonne, in gorgeous colors. Stunning design, lovely gold color, highly polished metal trim. Gardenia (white), Chrysanthemum (yellow), or Larkspur (blue). **State color.**

8 N 9924—In neat lined gift box. Shpg. wt., 2 lbs. 6 oz. \$4.95

Lowest Price Ever

FORMER \$1.65 VALUE

LADY ESTHER SET

NOW ONLY 79c



Lady Esther Special Gift Set

The biggest bargain we've ever offered in a Lady Esther Gift Set—and you can't duplicate it anywhere else because it's exclusive with Sears. A beautifully designed gift set containing 55c size of Lady Esther 4-Purpose Face Cream, 55c size of Lady Esther Face Powder (choice of Natural, Rachel, Beige, Brunette, or Champagne Rachel) and a 55c size Lady Esther Lipstick in shades to harmonize with the Face Powder you select. **State shade of face powder desired.** Comes in lovely rayon-lined gift box. You will save money and make her Christmas a merrier one, too, by giving her this lovely set!

8 N 9725—Shipping weight, 2 pounds 8 ounces. 79c

Genuine Leather Manicure Case 79c

Contains Polish, Polish Remover, Cuticle Remover, Cuticle Oil, Emery Board, Cuticle Scissors, File, Orangewood Stick, and Cotton. Leather case has "zip" slide fastener. Black or Brown. **State color.** Size, open, abt. 7 3/4 x 7 in. Shipping weight, 1 lb. 8 oz.

8 N 9736 79c

Cedar Chest Manicure Set \$1.00

A complete manicure set plus a cedar chest with lock and 2 keys. Contains Ann Barton Polish, Polish Remover, Cuticle Remover, Hand Lotion, Cuticle Pusher, Nail File and an Orangewood Stick. Size: 7 1/2 x 3 1/2 x 4 in. Shipping weight, 2 lbs. 6 oz.

8 N 9735 \$1.00



Lovely Bath Set 29c

9-pc. set in gift box. Contains bottle of Toilet Water, 2 tubes perfumed Bath Crystals, and 6 packets of Bath Crystals. **State choice of Gardenia, Apple Blossom, or Bouquet.** Shipping weight, 2 pounds.

8 N 9734 29c

3-Piece Vanity Set \$1.00

Lovely hobnail glassware—2 cologne bottles and matching powder jar. Crystal (clear), Milk White, Rose, or Blue. A stunning gift and one she'll love because she can use it constantly. **State color.** Shpg. wt., 4 lbs.

8 N 9737 \$1.00

Metal Gift Basket 29c

Contains Toilet Water, Dusting Powder, and 2 tubes of perfumed Bath Crystals. Gardenia or Apple Blossom odors. Basket wrapped in gay cellophane with bow on handle. **State odor.** Shipping wt., 1 lb. 12 oz.

8 N 9732 29c

Perfume Hi-Lights 87c

A novelty Christmas gift. Miniature floor lamp with polished brass base contains 3 bottles of floral odor perfumes in the decorated glass shade. Pull chain for perfume. Shipping wt., 1 lb. 8 oz.

8 N 9731 87c



Tri-Cologne Gift Set 87c

A Christmas gift for the girl who loves a variety of colognes—and what girl doesn't? Three delightful odors: Spice, Bouquet, and Apple Blossom. In a gift box with gilt filigree metal base. Shpg. wt., 2 lbs. 4 oz.

8 N 9730 87c



Woodbury Gift Set 23c

A useful, inexpensive gift. This set contains Woodbury Facial Soap, Woodbury Hand Lotion, and famous Woodbury Face Powder in a lovely shade. In an attractive Woodbury gift box. An outstanding value! Shipping weight, 14 ounces.

8 N 9945 23c



Woodbury Gift Set 47c

Woodbury cosmetics have been favorites for years. This gift set contains Woodbury Facial Cream, Lotion, Cold Cream, Skin Freshener, and Face Powder in Flesh, Rachel or Windsor Rose shades. **State shade.** In gift box. Shpg. wt., 2 lbs. 8 oz.

8 N 9739 47c



Cardinal Gift Set 21c

An attractive gift priced to fit any budget. Contains 2 bottles of perfume in Gardenia and Bouquet odors and bottle of Cologne. In gift box. Shpg. wt., 8 oz.

8 N 9727 21c



Luxor Gift Set 25c

A low priced yet smart looking set. Contains Luxor Hand Cream, Cold and Cleansing Cream, and Face Powder. In colorful gift box. Shpg. wt., 1 lb. 12 oz.

8 N 9729 25c

4 COLORS IN SOFT

FUZZY WUZZYS

\$1.89
Pair

HARD LEATHER SOLE

Hugs Like a Friendly Bear

Cotton fleecelining is so warm! Electrified shearling on the outside feels like softest beaver. Hand-turned leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9 in D (medium wide) width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15N3828—Royal Blue 15N3827—Light Blue
15N3830—Burgundy 15N3829—Red
Pair \$1.89

Flexible
Hand-Turned
Leather
Soles

SLIPPERS

TO WARM HER HEART
AND HER FEET, TOO!

For More Gift Slippers
See Page 36 and Our
Big Fall-Winter Catalog

Shearling Cuffs Feel Like Silky Fur



A FOUR STAR
FEATURE GIFT



\$1.98
Pair

Lovely Wedgie

Rayon satin, beautifully draped vamp. New 2-inch open wedge heel. Hard leather sole. Expensive looking!

Women's Sizes 3½ to 8 in C (medium) width. State size. Shipping weight, 1 lb. 2 oz.

15 N 3638—Delphinium Blue
15 N 3640—Burgundy
15 N 3639—Royal Blue
Pair.....\$1.98



\$1.89
Pair

Rayon Velvet

White fluffy fur cuff. Hard leather sole. 2-inch heel. So sweet!

Women's Sizes 3½ to 8 in C (medium) width. State size. Shipping wt., 1 pound 2 ounces.

15 N 3674—Blue
15 N 3675—Burgundy
Pair.....\$1.89



\$1.69
Pair

D'Orsay Mode

Transparent rayon velvet. Shearling cuff. Hard leather sole, 1½-in. heel.

Women's Sizes 3½ to 8, 9 in C (medium) width. State size. Shipping wt., 1 pound 2 ounces.

15 N 3646—Rose Red
15 N 3645—Light Blue
Pair.....\$1.69

Our Finest Kid

Topped with electrified shearling cuffs. Cotton fleece lining. Talon zipper. Steel shank support. Hard leather sole. 1½-inch heel.

Women's Sizes 5, 5½, 6, 6½, 7, 7½, 8, 9 in A (very narrow) width. Sizes 3½, 4, 4½, 5, 5½, 6, 6½, 7, 7½, 8, 9 in C (medium) width. State size, width. Shpg. wt., 1 lb. 8 oz.

15 N 3778—Blue 15 N 3780—Black
15 N 3779—Wine. Pair.....\$1.89

\$1.89
Pair



\$1.00
Pair

Cute and Cuddly

Padded leather sole, warm lining.

Women's Sizes 3 to 9 in D (medium wide) width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.

15 N 3708—Blue Rayon Plush
15 N 3707—White Rayon Plush Pair
15 N 3709—Burgundy Rayon Plush.\$1.00



\$1.00
Pair

Tailored

Kid vamp, zapon quarter. 1½-in.heel. Hard leather sole.

Women's Sizes 3½ to 8, 9 in C (medium) width. State size. Shpg. wt., 1 lb. 2 oz.

15 N 3859—Wine
15 N 3858—Blue Pair
15 N 3860—Black. \$1.00



\$1.00
Pair

Robe Matcher

Fluffy white fur cuff. Hard leather sole. Low wedge heel.

Women's Sizes 3½ to 8, 9 in C (medium) width. State size. Shipping weight, 1 lb. 2 oz.

15 N 3717—Lt. Blue Cotton Chenille
15 N 3718—Dusty Rose Cotton Chenille. Pair.....\$1.00



79c
Pair

Velveteen Wedgie

Padded leather sole.

Women's Sizes 3 to 9. No half sizes. C (medium) width. State size. Shipping weight, 1 lb. 2 oz.

15 N 3634—Blue, Burgundy,
15 N 3635—Burgundy, Blue.
Sateen Trim. Pair.....79c



See Page A,
Center of Book
for Easy Terms



\$1.79
Pair

See Page 36 for
"How-to-Order"

\$1.59
Pair

Frivolous-Looking Fur Cuff

Softest kid upper. Padded leather sole with 1½-in. heel. Toasty felt lining.

Women's Sizes 3 to 9 in D (medium wide) width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15 N 3695—Blue 15 N 3697—Black.
15 N 3696—Burgundy. Pair.....\$1.79

Padded Leather Sole

Fleece lining. 1¾-in. heel. Rayon plush collar. Talon zipper.

Women's Sizes 3 to 9. D (med. wide) width. No half sizes. State size. Shpg. wt., 1 lb. 4 oz.

15 N 3768—Wine Kidskin
15 N 3767—Blue Kidskin....\$1.59

Lined With Warm Felt

Luxuriously soft capeskin upper. White shearling cuff and collar for added beauty and warmth. Padded leather sole.

Women's Sizes 3, 4, 5, 6, 7, 8, 9 in D (medium wide) width. No half sizes. State size. Shipping weight, 1 pound 2 ounces.

15 N 3676—White 15 N 3677—Red
15 N 3678—Blue. Pair.....\$1.15



\$1.00
Pair

89c
Pair

89c
Pr.

89c
Pr.

Forget Cold Floors

Here's one of those easy-on slippers that are a delight to own. Trim suede cloth upper, warmly lined. Shearling cuff. Hard leather sole. 1½-in. heel.

Women's Sizes 3 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 6 oz.

15 N 3720—Blue.
15 N 3719—Wine. Pair...\$1.00

Fits Closely

Jaunty plaid cuff adds color. Reliable Talon zipper. Warm felt upper. Silent padded leather sole. 1-inch heel. Makes a most appreciated gift, specially priced for this quality.

Women's Sizes 3 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.

15 N 3701—Wine.
15 N 3700—Blue. Pair...89c

A Leisure Lovely

Here's a smart idea! Cotton chenille slippers to match or compliment your robe! Foot-flattering fur cuff. Padded leather sole. 1½-in. covered heel.

Women's Sizes 3 to 9 in D (med. wide) width. No half sizes. State size. Shpg. wt., 1 lb. 2 oz.

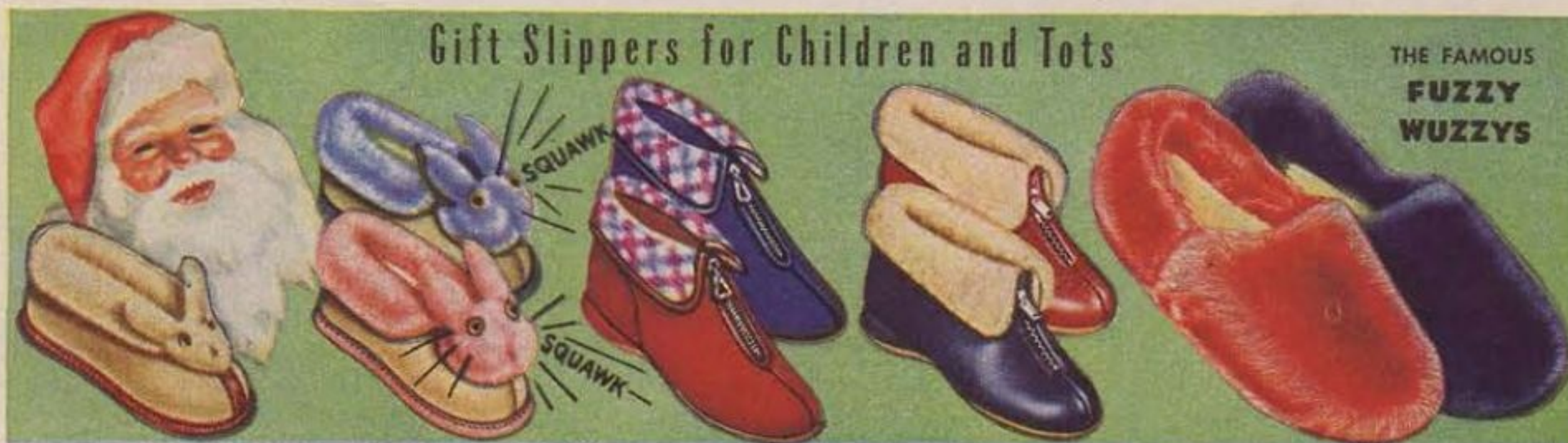
15 N 3665—Light Blue
15 N 3666—Burgundy. Pair...89c

Everett Style

A favorite with comfort fans! So easy to slide in and out of. Cozy felt upper. Hard leather sole. Low heel, rubber lift. Velvet cuff. Leather tip.

Women's Sizes 4 to 9 in E (wide) width. No half sizes. State size. Shpg. wt., 1 lb. 5 oz.

15 N 3763—Wine
15 N 3762—Blue
15 N 3764—Brown. Pair...89c



Gift Slippers for Children and Tots

THE FAMOUS
**FUZZY
WUZZYS**

Double Leather Sole

All natural shearling.

Children's Sizes 5 to 3 in wide width. Order one size larger than shoe. No half sizes. State size. Shipping weight, 12 oz.

15 N 964—Pair.... 37c

Finest Shearling

Electrified shearling trim.

Children's Sizes 5 to 12 in med. wide width. No half sizes. State size. Shpg. wt., 14 oz.

15 N 972—Nat., Pink Trim
15 N 973—Natural, Blue Trim. Pair.....89c

Quickie Talon Zipper

Felt upper. Padded chrome leather sole.

Children's Sizes 5 to 3 in wide width. No half sizes. State size. Shipping wt., 10 oz.

15 N 920—Red
15 N 922—Blue. Pair. 69c

Lined. Leather Sole

Children's Sizes 6 to 3 in medium wide width. No half sizes. State size. Shpg. wt., 15 oz.

15N903—Blue Leather
15N902—Red
Leather. Pair.... 98c

Electrified Shearling

Leather sole. Children's Sizes 6 to 3 in wide width. No half sizes. State size.

15 N 913—Red
15 N 914—Blue
Pr. Shpg. wt., 8 oz. 98c

◆ PAGE 41SLIPPERS

WishbookWeb.com

FIVE CHRISTMAS THRILLER VALUES!

NEW!



\$1.50
VALUE

17-Piece HAPPI-TIME Airport Sold Only at Sears by Mail

- 9 Washable Rubber Toys... Unbreakable... Safe
- 7 Airport Pieces. Fences, Floodlights, Buildings of Tekwood (3-ply, wood center board).

98¢

Zoom! Play landing one of the four 4 1/2-inch army planes, guiding it low over the runways of the colorful 36x24-inch paper landing field! 4-inch truck to supply the huge 4-motor transport (7 1/2-inch wingspread) before take-off! 6 rubber planes, truck, car and motorcycle cop all of colorful, washable rubber; roll on rubber wheels. Two 7 1/4 x 5 1/4 x 3-inch hangars and a 9 1/4-inch administration building. A big toy, easily set up, very low priced!

49 N 6448—Shipping weight, 2 pounds.....98¢



\$4.00
VALUE

Self Starting Electric Phonograph Plays Up To 10-inch Records

\$2.79

Underwriters' Approved. Caroling gay melodies, this beautifully enameled steel phonograph is for little folks who adore music! New and improved sound chamber, tone arm and reproducer give more volume, truer tones. No winding or spinning to start motor, just plug in and turn on the switch. For 110-Volt A.C. only. Size, 12 1/2 x 8 x 7 1/4 in. With needles. 49 N 2464—Shpg. wt., 6 lbs. 7 oz. Record Not Included.....\$2.79

Set of Three, Double Faced 7-inch Records

Titles: Lazy Mary Will You Get Up—Happy Birthday—London Bridge Falling Down—I Had a Little Doggie—Farmer in Dell—Good Morning Merry Sunshine. 49 N 2466—Shpg. wt., 1 lb. 4 oz. **45¢**

Titles: Jack and Jill—Oh Dear What Can Matter Be—Little Bo Peep—Twinkle Twinkle Little Star—Old King Cole—Little Boy Blue. 49 N 2467—Shpg. wt., 1 lb. 4 oz. **45¢**



\$1.50
VALUE

33-Piece Blue Willow Set Tablecloth and 6 Napkins Included

89¢

Let's have a real party! Let's invite all our friends over, and watch them gasp with envy while we serve them on this beautiful blue willow set, an exact replica of the one Mother's so proud of! Set includes: 6 cups, 2 3/4 inches; 6 saucers, 3 3/4 inches; 6 plates, 4 3/4 inches; 1 oval platter, 6 inches; 1 covered casserole dish, 5 1/4 inches; 1 teapot with cover; 1 sugar bowl with cover; 1 creamer. Complete with a lovely 28x28-inch blue and white cotton tablecloth, just the right size for your table, and a half dozen 6x6-inch napkins to match. Truly an ensemble any "little hostess" would be proud to own. Really unbelievable quality. Made in Japan.

49 N 1604—Shipping weight, 4 pounds.....89¢

Easy Terms on Any Order of \$10 or More See Page A in Center of Book



\$1.50
VALUE
88¢

Buddy "L" Rider Truck

- 21 inches long.
- Pull or ride.
- Removable, auto bike shaped steel seat.
- Auto fender steel.
- Auto enamel finish.
- Rubber wheels.
- Body dumps.

Transport your load anywhere, dump it—move toys, sand, rocks! You can sit on it and go whizzing along. This Buddy "L" Rider Truck can carry up to 200 pounds and still "take it"! Modern lines. Easy to steer. Smooth, easy-rolling noiseless rubber wheels. 21 in. long; 8 in. to top of seat. Shipping wt., 6 lbs. 79 N 06135.....88¢



\$1.25
VALUE
88¢

Modern Steel Rocker—Save 30%

- 21 inches overall.
 - Seat 10 1/2 in. high.
 - Auto body steel.
- A steel rocker just like Dad's and Mother's, made in an exact replica to give you all that beauty and comfort in a size that just fits you! You can rock back and forth, give it really hard wear—it's built to stand up! Bright red seat and back, ivory color seamless, tubular steel frame and arm rests, have a baked on enamel finish which is washable. Saddle shaped seat, 10 1/2 x 12 inches. No danger of hard bumps for tiny tots. Built to give the warm satisfaction of true comfort, sturdy lines, and "grown-up" style. Shpg. wt., 8 lbs. 79 N 08551.....88¢

GIFT OUTFITS

Just for Fun

... Complete From
Lariat to Sombrero

Sears Easy Terms Make Giving
Easy... See Page A, Center of Book

Northwest Mountie \$1.97

Ⓐ 8-Piece Outfit! Scarlet coat of cotton drill—with brass buttons, epaulets, mountie insignia on collar... Mountie badge... Breeches of navy blue cotton drill... brown cotton suede hat... Artificial leather Sam Browne belt with holster and large toy pistol... pair of puttees.

Sizes: 4, 6, 8, 10, 12, 14. State size.
Shipping weight, 2 lbs. 12 oz.

40 N 4389—8-Pc. Outfit..... \$1.97

Prairie Rose \$1.95

Ⓑ 9-Piece Outfit! Skirt of heavy khaki cotton drill, has fringed bottom, picture of Cowgirl and "Prairie Rose"... cotton khaki vest... cotton flannel plaid blouse... belt with imitation cartridges... bandana... black cotton duvetyn cowboy hat... holster, big toy pistol... lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size.
Shipping weight, 2 lbs. 10 oz.

40 N 4369—9-Pc. Outfit..... \$1.95

Wild Westerner \$2.89

Ⓒ 7-Piece Outfit! Real fur front—khaki cotton drill back cowboy pants; decorated side flaps... decorated elastic back waistband with holster attached... toy pistol... plaid cotton flannel shirt... decorated vest... black cotton duvetyn cowboy hat. Bandana. Lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size.
Shipping weight, 3 lbs. 8 oz.

40 N 4373—7-Pc. Outfit..... \$2.89

Range Rider \$1.79

Ⓓ 7-Piece Outfit! Cowboy pants of khaki cotton drill with side flaps, elastic back waistband... decorated waistband with holster attached... large toy pistol... cotton flannel plaid shirt... black cotton duvetyn cowboy hat... khaki cotton drill vest... bandana... lariat.

Sizes: 4, 6, 8, 10, 12, 14. State size.
Shipping weight, 2 lbs. 12 oz.

40 N 4366—7-Pc. Outfit..... \$1.79

King of the Range \$2.79

Ⓔ 9-Piece Outfit! Red cotton suede cloth cowboy pants with lots of trimmings... elastic back, decorated waistband... plaid cotton flannel shirt... red cotton suede cloth vest... black cotton duvetyn hat... bandana... lariat... holster, large toy pistol, belt with artificial cartridges.

Sizes: 4, 6, 8, 10, 12, 14. State size.
Shipping weight, 3 lbs. 15 oz.

40 N 4370—9-Pc. Outfit..... \$2.79

Rough Rider 97c

Ⓕ 8-Piece Outfit! Complete for only 97c! Sturdy brown cotton covert pants have Buck Jones lettering on side flaps, elastic waistband for snug fit... plaid cotton flannel shirt... brown cotton covert cowboy hat... bandana, holster, belt, big toy pistol, lariat.

Sizes: 4, 6, 8, 10. State size. Shipping weight, 1 lb. 12 oz.

40 N 4361—8-Pc. Outfit..... 97c



NOMA

AMERICA'S FINEST

Approved by Underwriters' Laboratories

When One Goes Out...

ALL SEARS SETS INCLUDE LAMPS



America's Finest Tree Light Sets... Complete With 110-Volt Independent Burning Lamps

- All sets Approved by Underwriters' Laboratories, Inc.
- Approved Bakelite Plugs and Sockets for Durability
- Approved High Quality Wire for Safety
- All Connections Permanently Soldered as recommended by Underwriters' Laboratories

Noma Deluxe Sets for Indoors

Adjustable wooden beads hold sockets securely to branches (see insert). Straight line easy-to-drape cord. Each socket wired separately. State choice of Assorted Colors or All Blue 110-Volt lamps.

7 Light Set \$1.00

\$1.20 value! 12 foot cord. Shipping weight, 14 ounces.
49 N 6569... \$1.00

15 Light Set \$2.19

\$2.00 value! 23½ foot cord. Shipping wt., 1 lb. 8 oz.
49 N 6571... \$2.19

20 Light Set \$2.89

\$3.45 value! 30 foot cord. Shipping weight, 2 pounds.
49 N 6572... \$2.89

- Open Outlet Plug for Attaching more sets
- Highest Possible Quality and Workmanship
- Highest Electrical Standards Assured
- American Made 110 Volt Mazda Lamps for Long Life
- Packed in durable Boxes to Store from Year to Year

Noma Weatherproof Sets for Outdoors

Rain, snow, sleet will not wash color off lamps. Rubber washer between socket and lamp prevents shorts. Spring contact sockets hold lamps firm (see insert). State Assorted Colors or All Blue 110 Volt Lamps.

7 Light Set \$1.39

\$1.65 value. 12 foot cord. Shipping weight, 1 lb. 8 oz.
49 N 6564... \$1.39

15 Light Set \$2.89

\$3.40 value. 24½ foot cord. Shipping weight, 2 pounds.
49 N 6562... \$2.89

20 Light Set \$3.89

\$4.60 value. 32 foot cord. Shipping weight, 3 pounds.
49 N 6561... \$3.89



Lifelike Glolite Trees

13 Lights 98¢ **17 Lights \$1.79**

• Worth twice our price! Lustrous Green Visca branches. Glass tips light from glow of 110-volt lamp inside tree, give effect of miniature lights. Bulb, cord, plug.

11-inch Tree

13 Lights

49 N 6524

As shown, light on top.

(No star.)

Shpg. wt. 2 lbs.

98¢

14-inch Tree

17 Lights

49 N 6525

As shown, brilliant tree

star top. Shpg.

wt., 3 lbs.

\$1.79



Illuminated, Inspiring!

Capture the true spirit of Christmas with this exquisite altar! Effect is breathtaking when you light it up.

Made of a plastic material that looks like expensive marble. 30-watt house bulb burns inside altar. Special construction enables light to pass thru solid glass rods... giving the effect of lighting the 12 candles and cross, the "Last Supper" and cornice between pillars. Statue of Sacred Heart of Jesus on top. Width across front, 12 in.; depth, 5 in. Overall height, 16 in. Complete with bulb, plug and cord. Shipping weight, 12 pounds.

79 N 06538

A \$5.75 Value... \$4.79



New Bell Cluster

Electric light bell clusters like this sold for \$2.00 last year. Highlight the holiday season with this gay illuminated bell cluster!

Colorful heavy metallic foil paper ribbon makes the bow. A cluster of red berries and green leaves sets off the electrically lighted transparent red cellophane bells. Complete with 2 red, 110-volt Mazda lamps. Shipping weight, 1 pound.

49 N 6260... 98¢



NOMA 8-Series Mazda Lights

- 75¢ Value Elsewhere
- American made "Mazda" lamps

Now every budget can afford a bright and cheery Christmas! Make this Christmas tree the best one of all... and do it at a saving at Sears! Eight 15-volt series bulbs for 110 to 120-volt circuit. They light as a unit, not independently. Wood beads hold sockets firmly. With extra outlet in the plug, so you can easily put several sets together! Long-lasting rayon covered "loop" style cord. Shipping weight, 12 ounces.

49 N 6585—75¢ Value... 59¢

44 • SEARS, ROEBUCK AND CO. ♦

CHRISTMAS LIGHTS MAY BE ORDERED ON EASY TERMS... SEE PAGE A, CENTER OF BOOK

WishbookWeb.com

Others Stay Lighted

PACKED IN BOXES FOR STORING SEARS NEW TRIM-O-LITES



American Mazda Bulbs

(A) 110 Volt Mazdas for Outdoor Sets

Inside colored so color will not wash off. Use with sets comparable to Cat. Nos. 49N6561, 49N6562, 49N6564, 49N6550, 49N6551 or 79N06552. Bulbs burn independently.

49 N 6595—3 Asst'd. Colors. Shpg. wt., 5 oz. 3 for 29c
49 N 6597—10 Asst'd. Colors. Shpg. wt., 12 oz. 10 for 84c
49 N 6594—10 Blue Bulbs. Shpg. wt., 12 oz. 10 for 84c

(B) 110 Volt Mazdas for Indoor Sets

Burn independently. Use with sets comparable to Cat. Nos. 49N6569, 49N6571, 49N6572, 49N6540, 49N6541, or 49N6542.

49 N 6579—3 Asst'd. Colors. Shpg. wt., 5 oz. 3 for 22c
49 N 6586—10 Asst'd. Colors. Shpg. wt., 12 oz. 10 for 69c
49 N 6575—10 Blue Bulbs. Shpg. wt., 12 oz. 10 for 69c

(C) 15 Volt Mazda Bulbs for Series Sets

Series sets have 8, 15-volt bulbs, making a unit of 110 volts. For sets like 49N6585 or 49N6520.

49 N 6588—3 Asst'd. Colors. Shpg. wt., 6 oz. 3 for 14c
49 N 6591—10 Asst'd. Colors. Shpg. wt., 11 oz. 10 for 42c
49 N 6587—10 Blue Bulbs. Shpg. wt., 11 oz. 10 for 42c

(D) NOMA Rubber Coated Extension Cords

Underwriters Approved. Bakelite plug and extension. Shipping weights, 1 pound.

49 N 6516—12-ft. Indoor Cord. 23c
49 N 6517—25-ft. Weatherproof Outdoor Cord. 45c

TRIM-O-LITES, Save on Sears Own Thrift Quality Approved by Underwriters' Laboratories

- Sears Low Price Includes American Mazda Bulbs
- All Sets in Durable Attractive Box to Put Away Each Year
- Guaranteed Materials and Workmanship
- Made to Sears Strict Specifications to give you longer wear, best quality at Economy price

TRIM-O-LITES . . . For Indoor Trees

Clips hold sockets firmly on branches. Straight line, easy-to-drape style cord. Individually wired—when one lamp goes out, others stay lighted. State choice of Assorted Colors or All Blue Long-Life 110-Volt Lamps.

7 Light Set 93c
14-foot cord. Shipping wt., 14 oz.
49 N 6540 93c

15 Light Set \$1.84
27-foot cord. Shipping wt., 1 lb. 8 oz.
49 N 6541 . . . \$1.84

25 Light Set \$2.94
42-foot cord. Shipping weight, 3 lbs.
49 N 6542 . . . \$2.94

- Plugs and Sockets are Bakelite for Strength
- Extra Outlet for Additional Sets
- Approved by Underwriters' Laboratories
- Individually Wired—Each Lamp Burns Independently, eliminates searching for burned out lamps

TRIM-O-LITES . . . Weatherproof for Outdoor Trees

Built for outdoor protection against snow, sleet or rain. Color will not wash off lamps. Rubber washer holds lamps firmly and prevents shorts from rain. Easy-to-drape cord. State choice of Assorted Colors or All Blue Long Life 110-Volt Lamps.

7 Light Set \$1.16
15½-ft. cord. Shpg. wt., 1 lb. 8 oz.
49 N 6550 . . . \$1.16

15 Light Set \$2.38
27-ft. cord. Shpg. wt., 2 lbs. 10 oz.
49 N 6551 . . . \$2.38

25 Light Set \$3.64
41-ft. cord. Shpg. wt., 5 lbs.
79 N 06552 . . \$3.64



9-Light MAZDA Series Sets

Rayon covered insulated cord, bakelite sockets. For customers who prefer 9 dimmer instead of 8 bright lamps on string which light up as a unit (not independent). Shpg. wt., 11 oz.

For 110-120-Volt
Nine 15-Volt Mazdas
49 N 6520 59c
49 N 6578—3 4-Volt bulbs. Wt., 6 oz. 14c

For 32-36-Volt
Nine 4-volt Mazdas
49 N 6521 65c



Electric Wreaths

Underwriters Approved. Red rayon chenille wound on frame. Center spray of silver color leaves and red poinsettia. Electric candles, 110-volt Mazda bulbs. 3½-ft. rubber covered cord; add-on plug. Shpg. wts., 8 oz. and 1 lb. 6 oz.
(F) 8½-in.—1 Candle 35c
49 N 6216 49c
(E) 10-in.—2 Candles 49c
49 N 6221 49c



Lighted Cross

\$1.50 value! Underwriters Approved. Red rayon chenille, 11 red Mazda bulbs. 5-ft. rubber coated cord. Bakelite plug with extra outlet. For 110-volt circuit. 11x8 in. Shpg. wt., 1 lb.
49 N 6230 . . . 98c



Electric Candle

Perfect for the table or window. Drip-effect red and green electric candle. Overall height, 9½ in. Large size 110-volt Mazda bulb. Cord and plug. Shpg. wt., 1 lb.
49 N 6581 . . . 25c
Complete . . . 25c



Tree Top Stars

Made of white translucent material that reflects color of inside bulb. Shipping weights, 5 oz. and 3 oz.
(H) For 110-Volt Indoor Set With 110-volt Mazda bulb. 45c
49 N 6514—5½ inch . . . 45c
(G) For 110-Volt Series Set With 15-volt Mazda bulb. 21c
49 N 6512—3½ inch . . . 21c

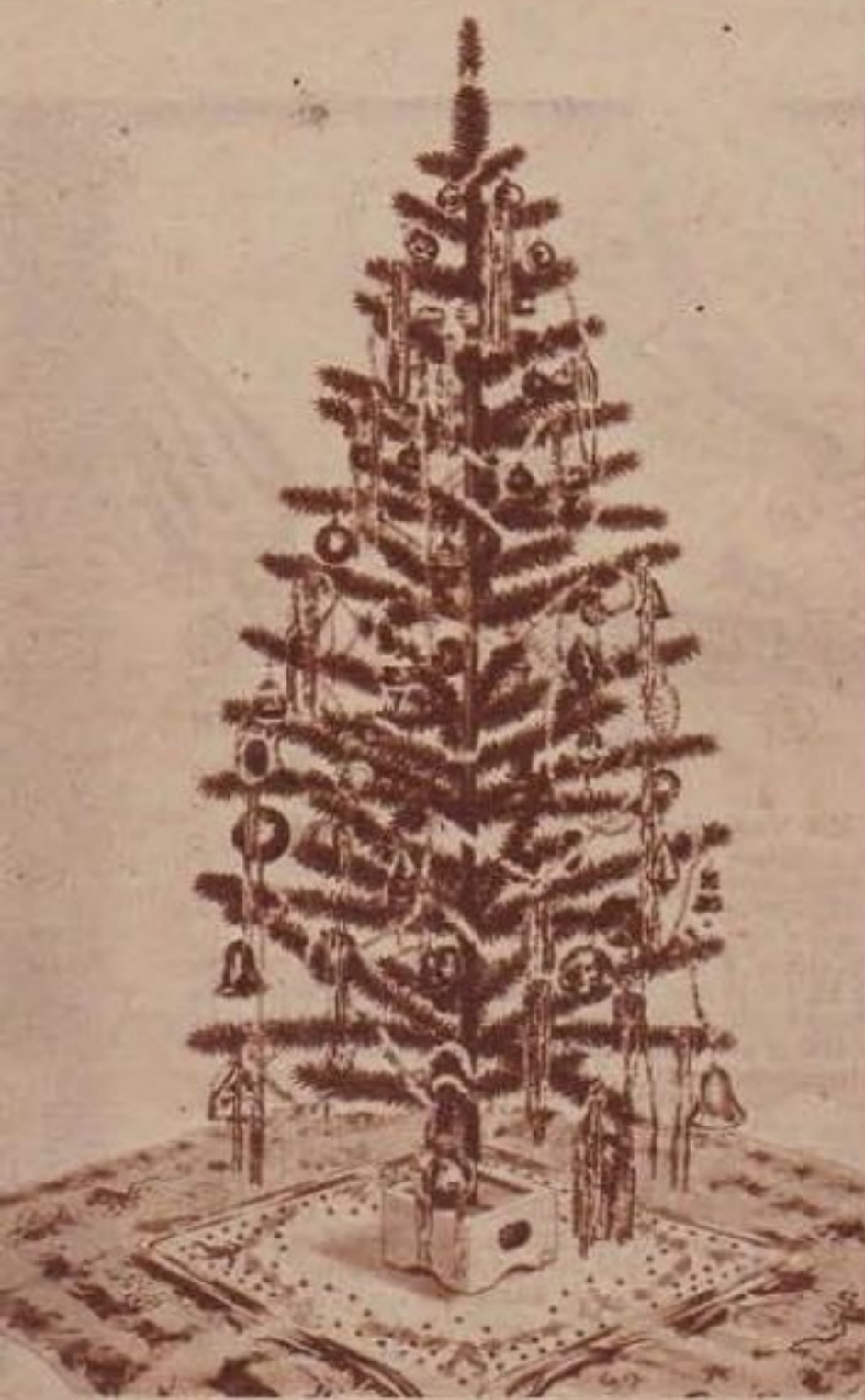


8 Light Reflectors

19c Sparkling silvery color. Made of Kristolite metal, stronger and more durable than tinfoil. Assorted designs. Diameter, about 2½ in. Bulb not included. Shpg. wt., 8 oz.
49 N 6513 . . . 8 for only 19c

Electric "Candolier"
Underwriters Approved. 8 15-volt orange Mazda lamps for 110 volt circuit. Ivory color wood base. Bakelite sockets. Rubber covered cord. Shipping weight, 2 pounds.
49 N 6255 \$1.00





Save! Lifelike Folding Trees!

29c And Up
 • Finest quality, artificial Trees... Last a lifetime. Natural green color. Plain holder on 25 and 30-in. trees. Without trimming, mat. Made in Germany.

Cat. No.	Height	Branches Large Side	Shpg. Wt.	Each
49N6691	25 in.	20	10 oz.	29c
49N6692	30 in.	25	1 lb.	49c
79N06693	42 in.	39	4 lbs.	98c
79N06694	54 in.	51	5 lbs.	\$1.79
79N06695	66 in.	66	6 lbs.	2.98
79N06696	74 in.	80	9 lbs.	3.98

Christmas Tree Mat

49N6679—Colorful, sturdy Kraft paper, 4 ft. square. Shpg. wt., 4 oz. ... **10c**



20-Pc. Religious Manger Set

\$1.98 Beautiful composition figures Stable 9x5x14 in. high with Star of Bethlehem. Christ Child in crib, Mary and Joseph, angel, 3 Wise Men, Shepherd, 4 sheep, cow, donkey, calf, camel, goat and tree. Figures up to 5 1/4 in. tall; animals up to 4 in. long. German made.
 49 N 6650—Shpg. wt., 3 lbs. 8 oz. ... **\$1.98**



NEW!

Stocking with Your Own Name!

59c Name embroidered in red on terry cloth cuff! Rich red cotton suede cloth, 19 in. long. Six jingle bells attached to cuff.
 Meistergrammed Christmas stockings—a most unique gift wrapping ideal! We'll embroider any name up to 10 letters on the stocking.
 49 N 7009—Postpaid. Print name ... **59c**



Colorful Model Christmas Village

69c For under your tree or as a beautiful table display! Fill houses with Christmas candies or light with electric tree lights. Red and white 4-in. Santa rides sled pulled by 2 white reindeer; on 12-in. platform. 6 houses, log cabin, church. Houses about 4 1/4 x 3 x 3 1/2 in. Made in U.S.; except Santa, made in Japan.
 49 N 6639—In Gift Box. Shpg. wt., 1 lb. 12 oz. **69c**



One Operation Sets Up Tree!

89c Sears engineers designed this holder to save you time and effort! No screws to tighten—no fussing. Pull hand lever, and claws lock tree, keep it straight. Holds tree trunks up to 3 in. diam. Steel. Water well. Patents pending.
 49 N 6546—Shipping wt., 3 lbs. ... **89c**



Honeycomb Bells
19c Close mesh red tissue paper. Shipping weight, 7 ounces. 5 1/4-in. Size.
 49N6210—12 for ... **19c**
 49N6211—8-in. 6 for ... **19c**

15-Pc. Room Decoration
39c Includes 2 new red 6 1/2-inch cellophane wreaths; four 10-ft. red and green tissue garlands; eight 5-in. bells. One 13-in. bell. Honeycomb tissue paper bells.
 49 N 6224—Shpg. wt., 1 lb. ... **39c**



Hanging Decoration
25c 19-in. diameter wreath. Folds flat. 1, 9-in., 4, 4-in. diam. bells. Honeycomb tissue paper.
 49 N 6213—Shpg. wt., 5 oz. **25c**



Snow White and 7 Dwarfs
39c At 50% Saving! American Made. 4-in. Snow White, abt. 3-in. Dopey, Grumpy, etc. Put on your tree! Blown glass. Brightly colored.
 49 N 6619—Shpg. wt., 1 lb. ... **39c**



180 Feet of Tree Roping

25c Richly colored ... 1 1/8 in. thick ... brushy textured roping. Japan import. Shpg. wt., 1 lb. 2 oz.
 49 N 6205—Red ... **25c**
 49 N 6206—Green ... **25c**
 49 N 6207—Blue ... **25c**



18-inch Oak Leaf Wreath

\$1.49 Regular \$2.00 value! A wreath worthy of your loved ones ... dignified, durable. 18-in. circle of princess pine and oak leaves richly tinted in silver color and green. At bottom is 1 large and 2 small red poinsettias ... 2 large green and silver color cypress sprays curving up sides, and red and green ruscus. Easel stand for cemetery use included.
 79 N 06251—Shpg. wt., 4 lbs. ... **\$1.49**

Remember Your Beloved



16-inch Magnolia Wreath

98c \$1.50 Value. Beautiful wreath that's rich with Christmas spirit! Natural color prepared Magnolia leaf background with 3 clusters of frosted cones and 3 small bunches of bright red berries nestled in deep princess pine. Cones and berry clusters are carefully arranged for perfect balance and harmony. Easel stand for cemetery use included.
 79 N 06248—Shpg. wt., 3 lbs. ... **98c**



Bargain Set . . . American Made . . . Striking Beauties!

• For smaller trees. Ornaments average from 1½ to 1¾ inches.

Sparkling glass ornaments include 4 expensive-to-make colorful reflectors, fancy bell, lantern, and cluster shapes! *American made.*

49 N 6625—Shpg. wt., 10 oz. 12 for 33c

12 Pcs.

33c

• Popular sizes—oblongs, 4 in. long . . . others 2¼ to 2½-in. diam.

Assortment includes 7 glass balls, 2½-in. diam.; 3 hand decorated ovals, 4-in. long; 2 reflector balls, 2¼-in. diam. *American made.*

49 N 6645—Shpg. wt., 12 oz. 12 for 59c

12 Pcs.

59c

Colorful Glass . . . American Made

• *American Made*—in quality and variety of shapes, colors that we could formerly obtain only outside this country!

De Luxe set—includes 9-in. decorated tree top; 5 solid color balls; 5 expensive-to-make reflector-type; 4 bells; 3 ovals; 2 lanterns. Sizes range from 1¾ in. to 2½ in. Gloriously rich colors!

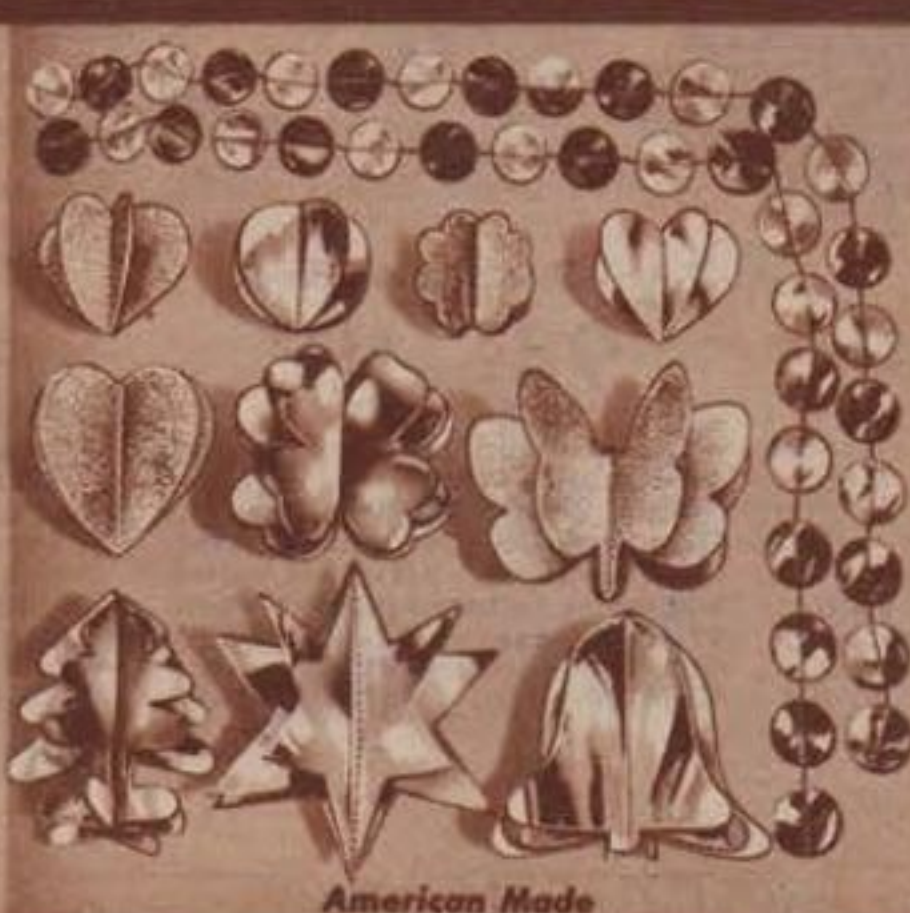
49 N 6640—Set of 20 Ornaments. Shpg. wt., 1 lb. . . 69c

20 Pcs.

69c



American Made



American Made



American Made

Santa Claus Outfit

Fun for grown-ups and children! Two-piece good quality cotton flannel suit with matching red and white hood. Black patent leather puttees go over your own shoes. Waxed cloth mask with white wool-like beard, tufts of hair, and eyebrows. Fits average size person. Shpg. wt., 2 lbs. 10 oz.

49 N 6618—Complete. \$2.79

\$2.79

De Luxe Blinkers — Unbreakable Foil

Regular 60c value! No worry here of breaking fragile ornaments! These bargain-priced brilliant tree decorations are made of 6 or 4 leaves formed by layers of foil sewed in center. Opened they dance and whirl on branches, giving dazzling shiny reflections! A grand assortment of fancy shapes and colors—stars, bells, hearts, cookies, clover leaves, butterflies, etc. Sizes range from 2 inches to 4½ inches high. Garlands, too, from 7 to 10 feet long with countless little single foil discs. *American made.*

49 N 6529—Assorted 30 Pcs. Shpg. wt., 5 oz. 29c

30 Pcs.

29c

12 Pieces in Assorted Colors or All Blue

29c
1¾-inch

1¾-in. Reflector Balls
Shpg. wt., for twelve, 10 oz.
Assorted Colors. Gold, Silver, Green, Blue, Red colors.
49 N 6627. 29c

American Made. Deck your tree with these shining round bubbles of glass or the expensive-to-make reflector type balls. Choose all blue or assorted colors!

49c

2½-inch

2½-in. Lustrous Balls
Shpg. wt., for twelve, 1 lb.
Assorted Colors. Reds, Blues, Green, Silver, Gold colors.
49 N 6631. 49c
All Blue. Try these glowing balls with all blue lights!
49 N 6632. 49c



250 Ornament Hangers

Two boxes; each with 125 nickel-plated hangers. Shpg. wt., 8 oz.
49 N 6544 . . . 10c
(A) 48 Wax Candles. 3½-in. tall. Ass't. colors. Almost dripless.
49 N 6599—Shpg. wt., 1 lb. 19c
(B) 12 Metal Candle Holders. Ball socket. German made. Shpg. wt., 6 oz.
49 N 6537—12 for . . . 25c

10c

Sparkling Tinfoil Icicles

Fireproof. Extra long strands. 3 oz. in each box, on card to prevent tangling. Crinkled to heighten glimmer. Makes your Christmas tree sparkle and glitter! Choice of silvery or colored icicles. Shpg. wts., box, 5 oz.; 3 boxes, 14 oz.

Assorted Colors 49 N 6508—Box. 10c 3 Boxes for . . . 27c
Silver Color 49 N 6509—Box. 9c 3 Boxes for . . . 24c

9c And Up



36 Spiral Icicles

Silver Plated, coiled flat copper wire. Throws hundreds of sparkles. ¾-inch A grand "sugar-coating" for your tree!
¾-inch Icicles
Shipping weight, 6 oz.
49 N 6501—36 for . . . 19c
5-inch Icicles. Shpg. wt., 7 oz.
49 N 6505 . . . 25c 36 for . . . 25c

American Made

Tinsel Garlands

Silver plated over copper. Shpg. wt., 6 oz.
¾-inch Tinsel
49 N 6574—45 feet . . . 21c
¾-inch Tinsel
49 N 6580—30 feet . . . 21c
1-inch Tinsel
49 N 6583—24 feet . . . 21c
1¼-inch Tinsel
49 N 6584—18 feet . . . 21c

21c

HAPPI-TIME FLASH FROM SANTA!

From now on the trade name "Happi-Time" on any toy means it's either an exclusive Sears design or idea, or that it is built to Sears rigid quality specifications. "Happi-Time" toys, like all Sears merchandise, are guaranteed to satisfy you.



HAPPI-TIME CUDLUMS
American Made Animals

12½-In. Cuddly Bear

59c All dressed up in full velvet pantaloons and long sleeved jacket. Rayon pile plush head. Bright eyes. Embroidered mouth, felt nose and a little red felt tongue sticking out at you. Silk ribbon bow. Squeaker voice. Shipping weight, 10 ounces.

49 N 4341 59c

Wide-Eyed Panda

98c
13-inch

Black and White thick (soft as silk) velvety rayon pile plush "fur." Floppy arms, legs. Embroidered mouth, nose, tongue. Rayon ribbon bow around neck. Roguish, twinkling eyes. Squeaker voice.

13-inch \$1.25 Value. Shipping weight, 14 ounces.

49 N 4361 98c

\$1.89
18-inch

18-in. \$2.50 Value. Shipping weight, 1 lb. 12 oz.

49 N 4362 ... \$1.89

Lovable Honey Bear

98c **\$1.89**
12-inch 18-inch

Long, rayon pile "fur." Jointed head, arms, legs. Soft, cotton stuffed body. Honey colored. Embroidered nose, mouth, tongue. Velveteen palms and soles. Gentle squeaker voice.

12-inch Bear. Shpg. wt., 1 lb.

49 N 4310 ... 98c

18-inch Bear. Wt., 2 lbs. 4 oz.

49 N 4311 ... \$1.89

Mohair Brown Bear

\$1.89 **\$2.79**
15-inch 18-inch

Long pile silky mohair "fur." Roguish twinkling eyes. Soft, cotton-stuffed jointed body. Silky coat of thick Cinnamon Brown mohair pile. Bear voice. Embroidered nose, mouth, tongue.

15-in. Size. Wt., 1 lb. 6 oz.

49 N 4312 ... \$1.89

18-in. Size. Wt., 2 lbs. 2 oz.

49 N 4313 ... \$2.79



①
Play
Table
or
Bench



②
Pound
-a-
Peg
Set



③
Use
as
Nailing
Set



3-in-1 Combination Play Table for Junior Carpenters

89c

A big value at this price! Usually sells for \$2.00. Walnut stained wood table, 25 inches overall. Strong and sturdy—made specially so for lots of wear and tear that junior carpenters are bound to give it. Really has three uses—(1) as a play

table or bench; (2) as a pound-a-peg set; (3) as a nailing set. Included are 24 assorted colored and shaped pegs, 24 assorted and colored waxed pieces, 1 box of nails, 1 hammer, 1 masonite board, 7x10 inches, and design sheets. Shipping weight, 6 pounds.

79 N 03692—3-in-1 Set..... 89c

Toys May Be Purchased on Easy Terms . . . See Page A in Center of Book



Your Choice **29c** Each

Baby Toys—3-Piece Set

29c Lovable—lots of fun! You'll want to order this attractive non-poisonous set for your child now! Made in Japan. One 4¼-in. celluloid brightly colored. Roly-Poly with rayon ribbon bow. One 6½-in. celluloid pastel colored rattle with realistic cat's face, ring. One 5¼-in. celluloid bear with movable arms.

49 N 4435—Shpg. wt., set, 5 oz. . . 29c

Celluloid Dog

98c Woof! Pull the ring attached to the cord on his back and he lets out a squeaky bark! Clever celluloid animal with roly-poly body, elastic jointed feet and head. Jumbo size, 9x9 in. Japan made. Shipping weight, 1 pound.

49 N 4419 98c

Rolling-Eyes

89c

14 inches tall. Flirtatious and huggable! Pretty painted face, yarn hair. Cotton stuffed, dressed in rayon pile bodice, chenille sleeves and pantaloons. Silk ribbon bow. Voice. Shpg. wt., 1 lb. 6 oz.

49 N 3596 ... 89c

Honey Bear

A cuddly darling! Rayon pile plush coat in a Golden Brown color. Velvet snout, glass eyes, embroidered nose and mouth. Wire reinforced ears. Ribbon collar. Squeak voice. 8 in. high. Made in Japan.

49 N 4342 Shpg. wt., 5 oz. . 29c

Cute Panda

Black and White sitting Panda with a coat of rayon pile plush. Ribbon collar with bell. Appealing velvet snout; embroidered mouth and nose. Big eyes, squeaker voice. 7½ in. high. Made in Japan.

49 N 4343 Shpg. wt., 5 oz. . 29c

Terrier

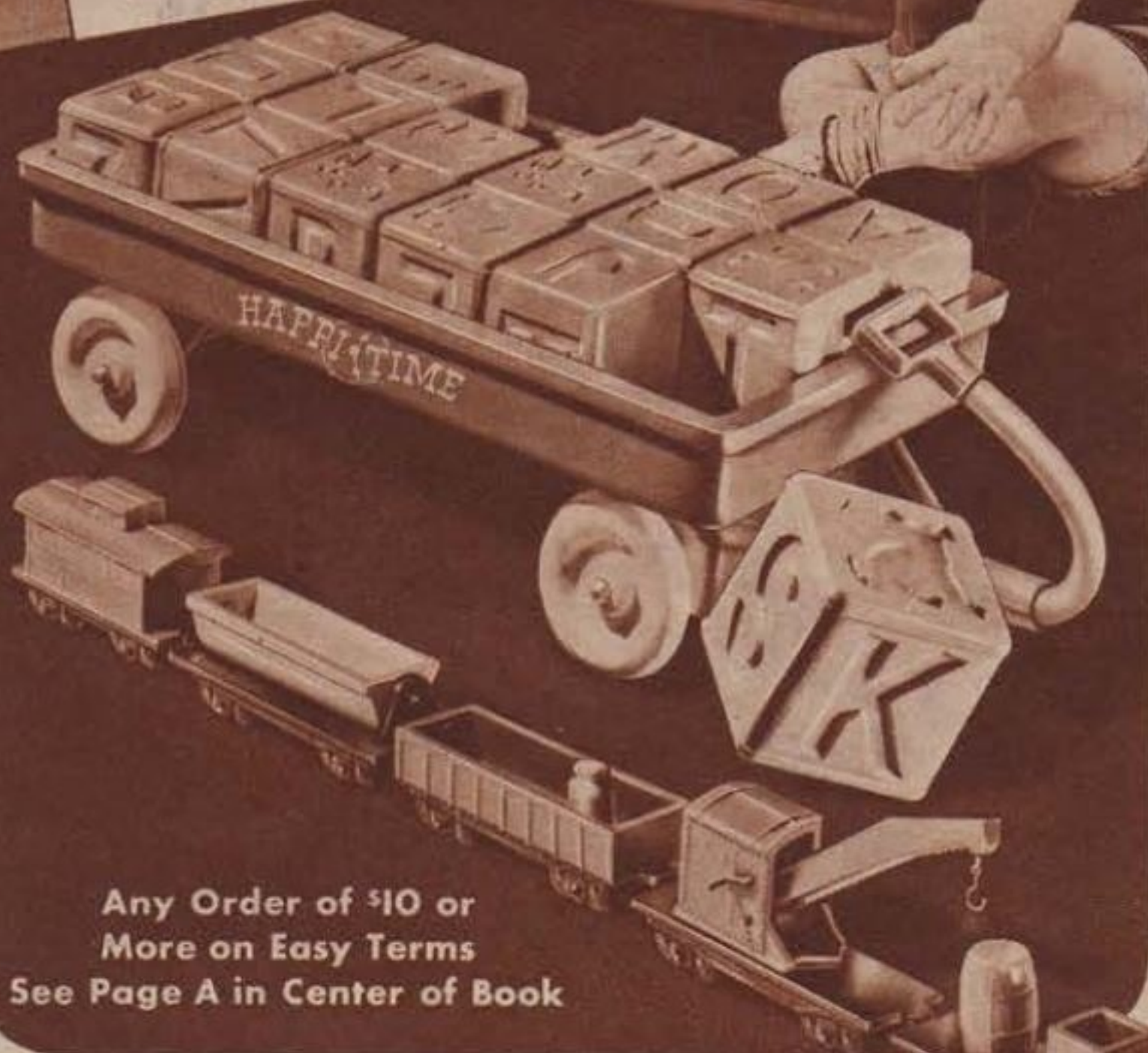
Little folks will love "Spot"—cuddly wire-haired. 9½ in. overall. White rayon pile plush coat with black spots; ears. Ribbon collar; embroidered nose; glass eyes; squeak voice. Japan made.

49 N 4009 Shpg. wt., 5 oz. . 29c

48 • SEARS, ROEBUCK AND CO. ◇

FACTS ABOUT RUBBER TOYS

- Absolutely safe . . . no sharp edges or corners.
- Washable . . . you can even boil and sterilize them.
- Practically unbreakable.
- Made in the bright colors that Baby loves.
- Fine as teething toys.
- Cannot damage your furniture or rugs.



Any Order of \$10 or
More on Easy Terms
See Page A in Center of Book

New! Improved Rubber Coaster Colored Sponge Rubber ABC Blocks

- Soft pastel colored 1 1/4 inch blocks.
- Real coaster wagons—all wheels turn.
- No more fears—practically unbreakable.
- Another Happi-Time toy—for many happy play hours—created exclusively for Sears.

Watch Baby's eyes grow as big as saucers when he sees the brightly colored rubber coaster wagon, loaded with gay sponge rubber blocks! A decided improvement over last year's introductory wagon model. Now the front wheels are on a detachable swivel front bolster, so the wagon can be drawn along by a regular wagon tongue, easily turned—an extra chance for fun with this clever new coaster wagon.

Little tots will love one of these sets. There's so much fun in loading, unloading, and hauling the lovely colored blocks. Children are fascinated by games with blocks—and these have letters of the alphabet, figures (1 to 9) and 9 animals in recessed decoration on sides. Being rubber, wagon and blocks are as easy as ABC to keep clean. Mothers will approve of this toy, too, for you can even boil or sterilize them without taking out any color, which is in the rubber, not painted on. Each rubber block is 1 1/4 inches square.

8-Block Wagon

43c Rubber wagon is 9 1/8 x 3 x 2 1/2 in. high when loaded with 8, 1 1/4 in. spongerubber blocks. Not loaded, 2 3/4 in. high. All the features above in this miniature set. Give your child a thrill and lots of fun. If you don't want to get a large set—this is just the size. Shpg. wt., 1 lb.
49 N 4403 43c

18-Block Wagon

89c Extra large rubber wagon is 12 3/4 x 4 1/4 x 3 in. high when loaded with 18, 1 1/4 in. sponge rubber blocks; empty, 2 3/4 in. high. Regular wagon tongue. Rolls smoothly on big white rubber wheels. You'll feel at ease to have Baby playing with this set. Wagon can carry other toys, too. Shpg. wt., 1 lb. 9 oz.
49 N 4404 89c

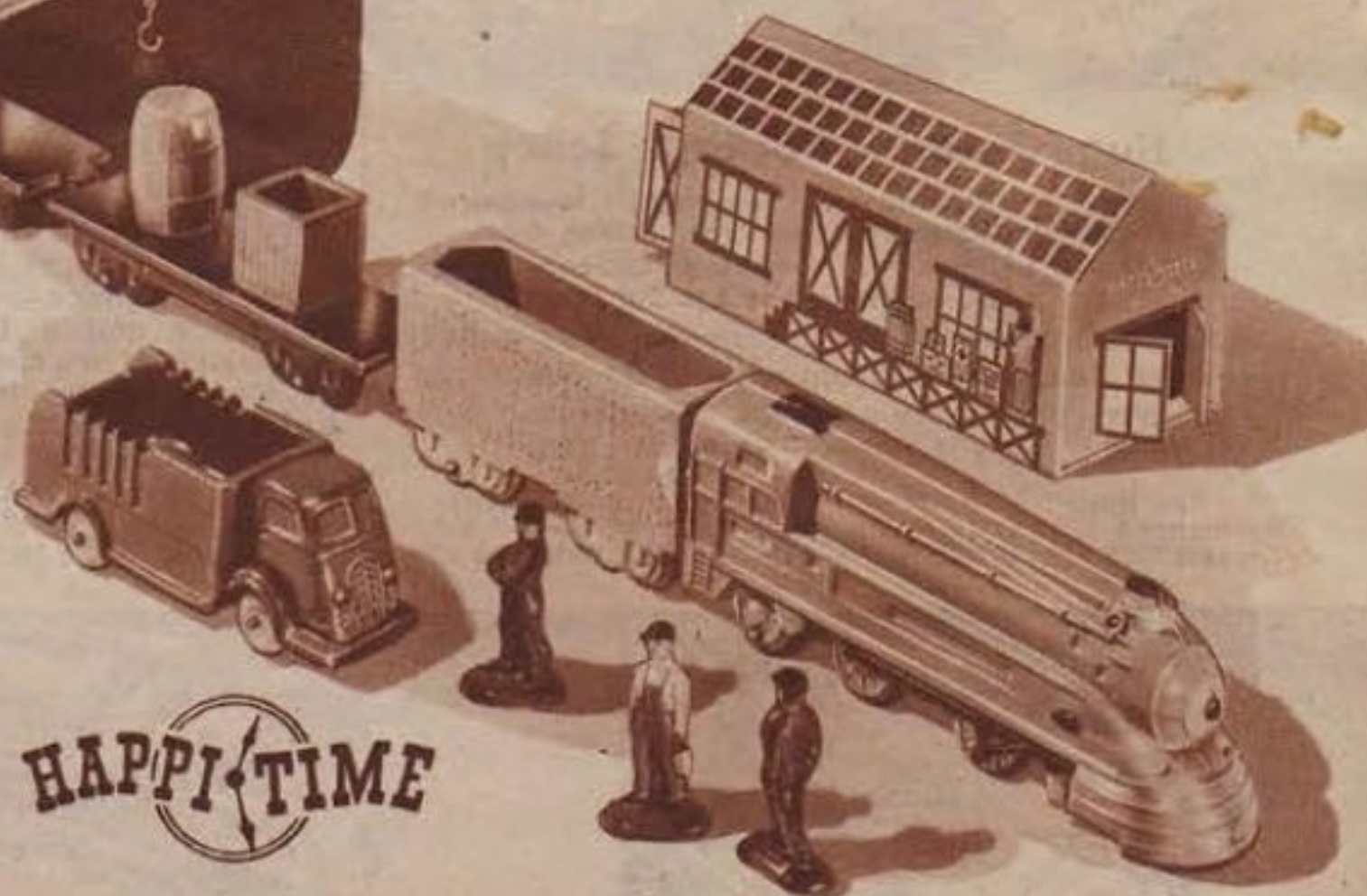
New! Sears Exclusive All-Rubber Train Set

- 37 inches long . . . engine and tender alone 10 3/4 inches long . . . 5 colorful cars . . . 3 trainmen . . . stake truck, etc. . . . All adding up to greater play value than ever before!

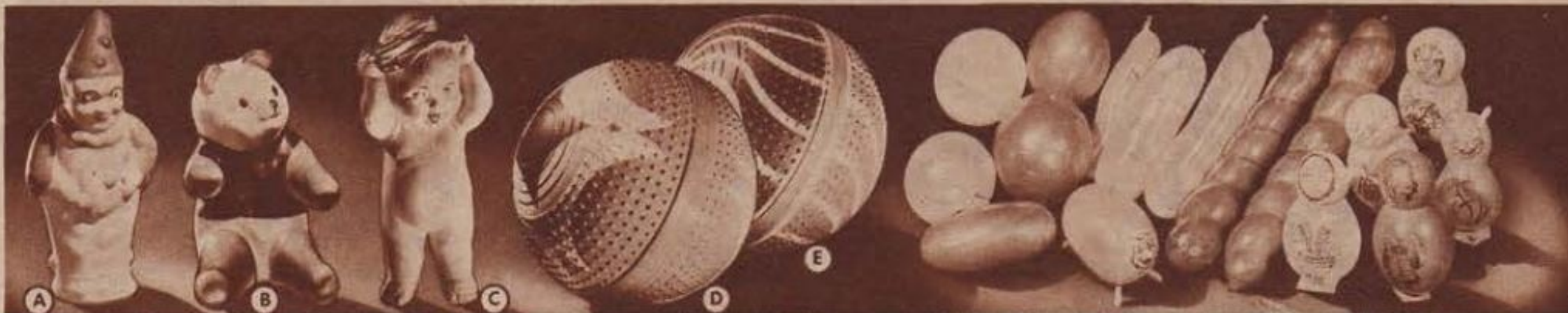
98c

All rubber construction makes this the safest type train for tots. It's washable, practically unbreakable, has no sharp edges to scratch furniture. So gaily colored it looks as realistic as a steel train. Imagine little tots loading freight cars with the barrel, milk can and box, arranging the trainmen in their proper places. Tender has opening for "coal", dump car really works—as does the crane. Everything's made of rubber for harmless fun. Packed in colorful box that sets up into realistic looking station. Another toy worthy of Sears Happi-Time name, your assurance of the utmost value for your money. Shipping weight, 2 pounds.

49 N 6430—Sears New, Improved All Rubber Train 98c



HAPPI-TIME



Sanitary-Washable Rubber

- Soft latex rubber.
- Bright, harmless colors right in the rubber (not painted on).
- Each with whistle voice.

23c

Choice

Cute little "chewy toys" fine for baby's gums, strengthens them and makes them healthy. Ideal gifts for tiny tots. Shipping weight, 4 ounces.

Funny Clown (A) 6 inches tall. 49 N 4421 . . . 23c
Baby Panda (B) 4 3/4 inches tall. 49 N 4420 . . . 23c

Bye-Bye Baby

(C) Stands 8 in. high. Putting on his hat to leave! Soft, cuddly hollow latex doll with button whistle in his back. Non-poisonous, permanent colors in the rubber—not painted on. Shipping weight, 10 ounces.

49 N 2901 . . . 25c

Rubber Balls

Two, colorful, 6-inch air-filled balls, big and bouncy! Gay colors and attractive designs. Fun for Baby!

(D) 49 N 4405—Crescent design. Shipping weight, 12 oz. 23c

(E) 49 N 4415—Modernistic design. Shipping wt., 12 oz. 23c

18 Gay Balloons in All Shapes and Sizes

A fat pig that puffs up to 11 inches long. You tweak his tail to seal the air—tweak it back again if you want a noise maker while the pig, in effect, "dies." 3 other balloons have noise makers. Peter Rabbit is his lovable self in toss-up form standing 15 inches tall. Serpentine inflates to 16 inches. Airship balloon expands to 12 inches long. Many others, 18 in all, in a variety of sizes, shapes and bright colors. Children will love this assortment—balloons would be lots of fun at parties.

25c

49 N 6441—Shipping weight, 4 ounces. 18 for 25c



NEW!

Teddy Tooter!

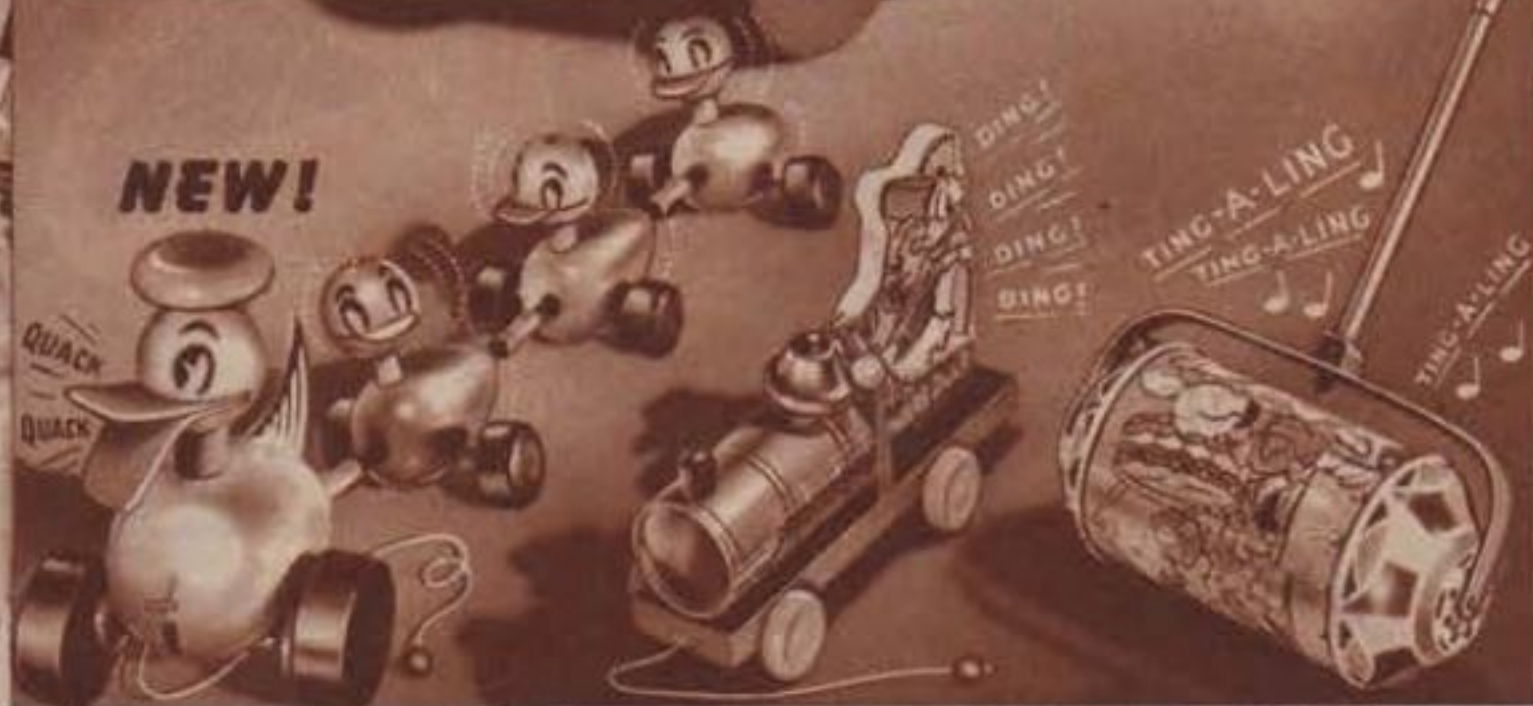
- Blasts horn.
- Head rocks.
- Sturdiest... biggest of its kind we know of.

98¢

Teddy sits on his colorful rolling bandstand, rocking head and arms back and forth, blowing tuneful blasts on his big horn! Bandstand lithographed in 4 colors; conceals bellows which blow horn. Sturdy wood, 11x5½x14 in. 49 N 5452—Wt., 4 lbs. 98¢



NEW!



Huge Surprise Package Scoop

25¢

- 45¢ values... amazingly low priced.
- Contents planned for exciting finds.
- New kiddie wrapping... Sears design.
- Each package has 3 to 5 thrillers.

Sears contracted for huge amounts of books, games, puzzles, etc., from a world-famous manufacturer. Values are so great that demand may force us to vary the items. Shpg. wt., 2 lbs.

For Boys Under 5 Yrs. 49N7005.25¢	For Boys Over 5 Yrs. 49N7006.25¢	For Girls Under 5 Yrs. 49N7007.25¢	For Girls Over 5 Yrs. 49N7008.25¢
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Quacky Family!

47¢

Waddle-waddle and Quackity-quack—Mama Duck and 3 Baby Ducklings all in a row. 16 in. long. Rubber joints detachable to make 4 toys. Colorful wood bodies. Mama Duck has voice; rubber bill and tail. 49 N 5430—Wt., 1 lb. .47¢

Tot's Choo-Choo

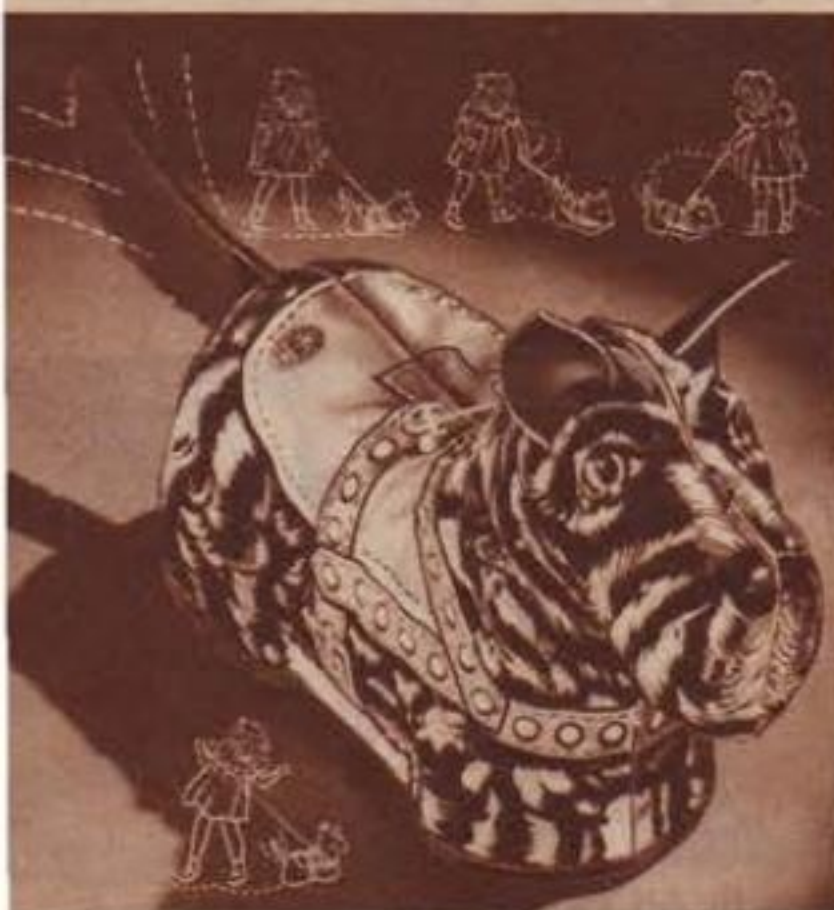
25¢

Clear the track! Here comes Donald Duck at the throttle of a clever little engine. Big shiny locomotive bell rings lustily as you pull Donald along! Metal boiler on wood base, vividly colored. 9½ x3½x6¾ in. high. 49 N 5416—Wt., 1 lb. .25¢

Musical Chime

25¢

Enjoy the merry tunes as you push this gaily decorated roller chime from room to room! Music maintains the same low, pleasant pitch no matter how fast you go. Has 17-inch wood handle; 4½x9-inch metal roller. 49 N 5404—Wt., 12 oz. .25¢



Guide-Along Scottie!

89¢

Turns right, left; runs straight or in a circle. Tightening or relaxing leash does trick... like remote control. Clockwork motor; brake. Almost life size, 12½x3½x6½ in. high. Metal body; ears, wagging tail of rubber. 49 N 5754—Shpg. wt., 2 lbs. .89¢

50 • SEARS, ROEBUCK AND CO. □◇



Latest Designs, Heavy Steel, Colorful

25¢

Loads of play value for little money. Shiny bumpers—streamlined bodies. Not only fine toys for youngsters, but grown-ups often actually collect them and prize their collection as a hobby. Cars average 10½ inches long. Roll easily on sturdy wood wheels. Shipping weight, 1 lb. 8 oz.

(A) Work Truck
Body dumps. Has wheelbarrow, shovel. 49 N 610325¢

(B) New Roadster
Has driver in seat. Up to date. 49 N 610225¢

(C) Fire Chief
Bell clangs as it rolls on floor. 49 N 610125¢

Ringing Bus!

39¢

(D) New! Bell rings as bus is pulled along. Colored, sturdy metal. 13¾ inches long. Shpg. wt., 1 lb. 8 oz. 49 N 613239¢

Horse Chime

49¢

(E) Pull or push—hear soft, tinkling music. Colorful roller. Metal, 9x4½ in. Shpg. wt., 1 lb. 10 oz. 49 N 613149¢



48-inch Ride 'Em Freight Train

\$1.89
Loco
and
Car

- One of our biggest toy values.
- Loco alone easily worth price of entire train.
- Auto fender steel strong enough to hold grown-up.
- Easy to ride—easy to steer... fun galore.

\$1.29
Loco Only

Streamlined modern design with bullet-shaped front, shiny trimmings. 20-in. detachable gondola! Brilliantly enameled in gay colors.

Ride 'Em Loco with Gondola
Shipping weight, 15 pounds.
79 N 06150.....\$1.89

27-in. Ride 'Em Loco Only
Without gondola. Shipping
weight, 9 pounds.
79 N 06148.....\$1.29



21-inch 3-Car Transport!

- New cab-over engine hauler, 8-wheel trailer. It's real fun to play cross country, new car "delivery service"—lower the ramp, let car roll out from lower deck, then attach the 12-in. skid rails and let the other two streamlined cars roll down. It's endless fun. Colorful auto fender steel. Cars average 6 in. Detach trailer by lifting hand lever.

49 N 6152—Shpg. wt., 5 lbs.....98c

Swing 'Er—Dump 'Er

- This scoop shovel really works—picks up and drops load. Turns on a swivel so that you can scoop from any angle. Turn crank on side of cab to raise or lower shovel, pull cord to drop your load. Heavy gauge steel, finished in bright enamel. 22 1/2 inches long, shovel extended; 9 1/2 inches to top of boom.

49 N 6146—Shpg. wt., 4 lbs.....89c

New 21-inch 4-Motor Airliner

- 27-in. wingspread; 40 passenger model
- Silvery color steel—tricycle landing gear
- Steel loading ramp with wheels for passengers; hinged door.

98c

What fun to play-pilot this huge airliner for a cross country jaunt, carrying passengers on a sky ride. Land again, roll the loading ramp over. Latest "American Airlines" sleeper plane, door in fuselage opens, too. Dual, wood landing wheels and guide wheel under nose for easy rolling on floor.

79 N 06151—Shpg. wt., 5 lbs.....98c



He'll Be Proud to Own This!

- 5 unit truck train, 40 in. long, over 20 pieces.
- Detachable steel trailers, loaded with toys.
- Box makes 17-inch platform station. Sturdy steel 10-in. truck; four 5 1/2-in. trailers all on wood wheels. Be in "business" on a large scale... baggage express with metal trunk and haul truck; pick up, deliver milk, groceries, or ice. Colorful.

49 N 6153—Shpg. wt., 6 lbs.....98c

Side Dump Unloading

- 17 in. long overall; heavy steel.
- Trailer is detachable from truck.
- With miniature hoe and rake.

59c

Something new—a model just like the new trucks you've seen on big construction jobs! The very latest style dumping arrangement, which discharges its load on the side. Lever hoists dump body and automatically pushes out the side to permit load to slide out. Detach, lower the lever, and trailer will stay in a level position.

49 N 6128—Shipping weight, 4 pounds.....59c

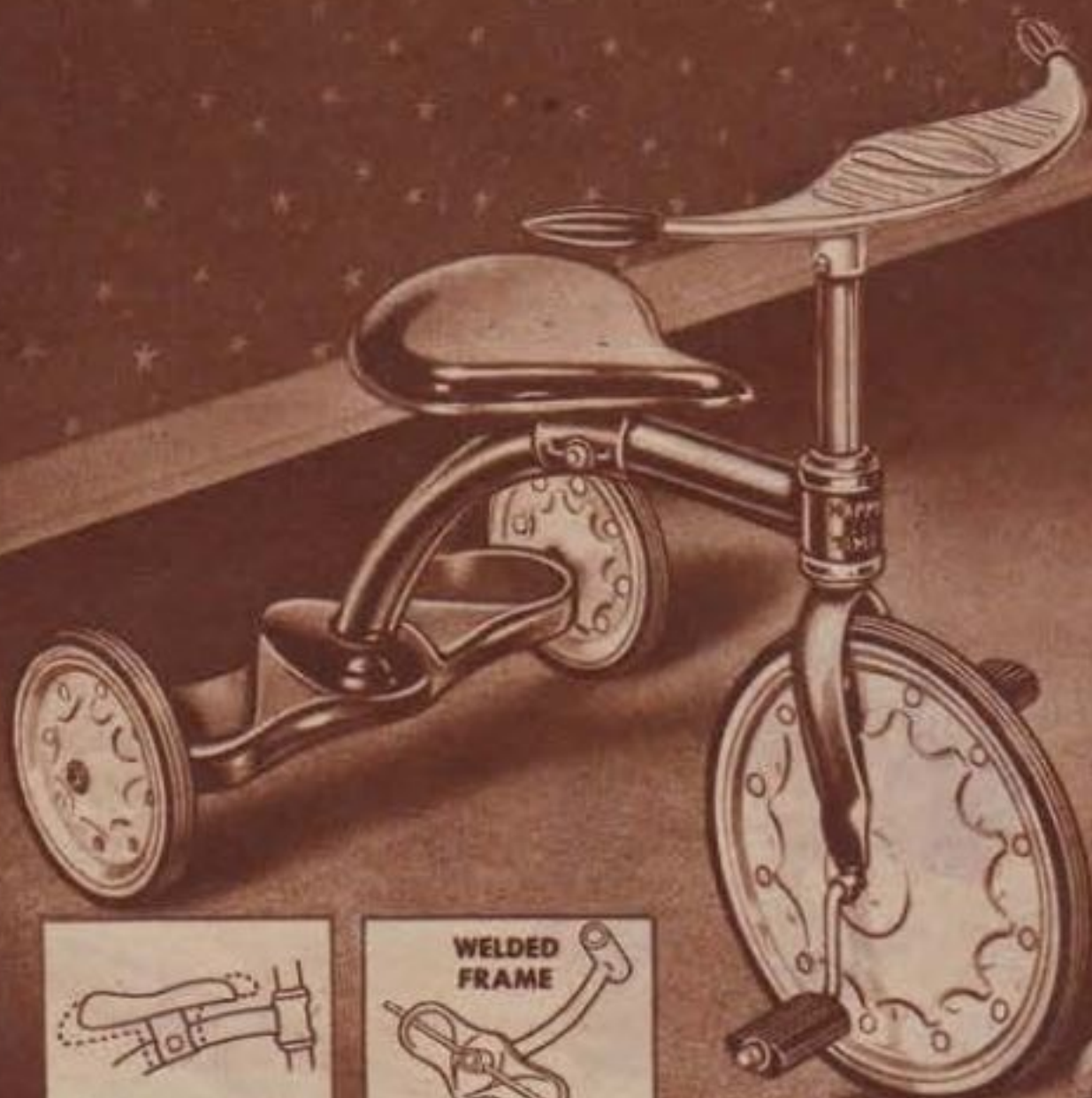
Weigh Groceries You Deliver!

- 18 in. long; white enameled.
- Heavy gauge auto body steel.
- Body has removable partition.

89c

Truck has shiny radiator, dummy headlights, oversized stake body. Scale and pan on a metal bracket—weigh every order. Supply of tiny empty cartons of known brands.

49 N 6140—Shipping weight, 6 pounds....89c



De Luxe Tot Bike Two-Tone Finish

\$1.00

- For tots up to 2½ years the best, safest first bike.
- A million pleased customers! Built to sell for \$1.50.
- 1¼-in. tubular steel frame usually found only on \$3 bikes.

• Frame electrically welded to rear steel step plate—no bolts to come loose.

For a wee one just past the toddling stage! Not only for good times—it helps build a strong, sturdy body, too. Adjustable shaped steel saddle with narrow front for easy pedaling; smooth turned-over edges for extra safety. Embossed steel handlebars with smooth turned edges, 8½-in. double disc steel front wheel. 5-in. rear wheels with ½-in. tires. Rubber grips and pedals. Gay red enameled frame, ivory colored wheels, handlebars. Healthful fun the year 'round!—It has the Sears quality you've learned to connect with durability and value. Available.

79 N 08357—Shipping weight, 8 lbs...\$1.00



A Real Wagon in Junior Sizes!

\$1.49

- Built like regular coaster wagons.
- Embossed 1-pc. steel body, rolled edges.

89c

Baby Racer

Baby Pal

• Steel undergear. • Double disc steel wheels. Now he can have a real wagon just like Big Brother's! This bright red coaster, made just his size, will be a real thrill when he spies it under the tree on Christmas morning! Not just a pull toy. Sturdy and safe; body is enameled red, has no sharp edges to hurt Baby. Tubular steel tongue enameled black. Double disc, red-enameled smooth-rolling steel wheels, ½-inch rubber tires. Order one of these wagons today and make some little tot's Christmas the biggest and best ever! For Easy Terms, see Page A, center of book. Both Mailable.

Baby Racer—24¼ x 11¾ inches. 5¾-inch wheels. Shipping wt., 9 pounds.
79 N 07656.....\$1.49

Baby Pal—20¼ x 10¼ inches. 4¾-in. wheels. Shipping wt., 8 lbs.
79 N 07655.....89c



Horsie Shoo-Fly Rocker

\$1.79

Larger than some \$3 Shoo-flies—32½ in. long. Safe, healthful—fun for baby! A bigger-than-ever, gayer-than-ever Horsie Shoo-Fly rocking horse. Sturdy 1-piece, 3-ply wooden sides, firmly put together with steel screws throughout. Safe foot rest. Vividly colored.

79 N 07554—Shpg. wt., 10 lbs. Mailable....\$1.79



New! \$2 Value Charger

\$1.59

Flexible 1¼-in. steel spring frame. Adjustable steel foot rest. Noiseless non-creep steel standards, rubber feet. Wooden horse's head, handle grip. Silver and black enameled. Red, shaped wood seat, 12½ in. long. Carries 50 lbs. For children over 2 years. Ht., 21 in. Mailable.

79 N 07507—Shpg. wt., 9 lbs....\$1.59

52 • SEARS, ROEBUCK AND CO. ♦



\$1.00 Value Horsie Rocker

79c

New wide 1-piece steel runner. Let them rock to and fro on this sturdily constructed, non-tipping horse. Built close to floor... little ones can climb off and on by themselves—no bumps and bruises from falling off, either! Built of ivory enameled sanded wood seat and head. New runner of semi-flexible steel makes easier, smoother rocking. Seat, 17½ in. long, serves as leg rest. Mailable.

79 N 07512—Shipping weight, 5 lbs...79c



All Steel 2-in-1 Rock-A-Swing

\$3.69

Portable! For indoors or out—new fun for kiddies from 2 to 7. Just unsnap the chains and you have a modern rocker with long steel runners and arm rests. Red enameled shaped steel backrest and seat—adjustable safety strap. Rugged, socketed frame of enameled steel; rubber feet. Reinforced 1-piece steel top. Rust-resisting steel chains. Stand overall ht., 48 inches. Ground or floor space needed, 28x34 inches. Rocker (See A) shipped set up; frame taken apart, easily assembled. Not mailable.

79 NM 7560—Shipping weight, 17 pounds.....\$3.69



Push or Pull Walker-Stroller

- Extra wide to avoid tipping.
- Folding steel handle—33½ in. high.
- Removable steel footrest.
- Easily worth \$4.00! Save at Sears!

\$1.98

Every Baby should have one! Develops muscles, encourages independence. 19 inches wide. Large shaped wood seat, 9½ inches from floor. 5¼-inch steel rear wheels, ½-inch rubber tires. Enameled steel toy tray. Front casters with fenders. Medium Blue and Ivory enameled. Washable. Mailed partially assembled, easily set up. Include one of these grand walkers in your child's Christmas order—Easy Terms available—it makes a grand, practical gift. Every one of the younger generation members who has tried it is admittedly "that way" about it—so don't delay your order for one for your own favorite youngster.

79 N 07525—Shipping weight, 13 pounds.....\$1.98



Merchandise
Certificates
Make Ideal
Gifts. See
Page C in
Center of Book

Nursery Horsie

- Sturdy wood construction.
- Usual \$1.00 value.

79c

A toy as strong and safe as mother could wish. Very best type for nursery riding—about 16 in. high. Solid wood construction, built to take lots of hard wear. Attractively painted with bright lacquer finish. Comfortable shaped seat 11 in. from floor—just right for tiny tots. Artificial leather reins look real. Shipping weight, 4 pounds.

79 N 0547779c

28-inch Stick Horse

Ride a cock horse to Banbury Cross! With bells jingling, gay tunes tinkling as Baby goes on a wonderful trip of make-believe, all the while he is getting lots of exercise to develop sturdy arms and legs. Attractive horse's head, brightly colored on both sides; steel wheels. Stick and horse's head are sturdy wood. Shipped partially assembled, easily set up. Shipping weight, 1 pound 13 ounces.

39c

49 N 6414.....39c

Strollers and Doll Houses May Be Purchased on Easy Terms . . . For Details See Page A in Center of Book



Beautiful 4-Star Country Estate for Dolly

- ★ Exclusive at Sears. Easily worth \$3.00.
- ★ 7-room Georgian Colonial house of sturdy fiberboard. Full size, 35½x14½x16 in.
- ★ 45 pieces of cunning metal furnishings.
- ★ Estate has garden, fence, greenhouse, garage.

\$1.98

Just the right house for a little housekeeper's doll family! Red brick finish with white columns and printed green tile effect roof . . . like the old Southern Plantation houses. Open at back so you can rearrange the furniture every day. Windows have green shutters—windows at ends have awnings. Red brick fence at front . . . picket fence on garden side. (Fence, 47½ inches long; 32 inches deep.) Garden, garage, greenhouse, and a 45-piece set of metal furnishings. Easily assembled by lock and tuck method. Can be bought on Easy Terms if part of a \$10 order . . . See Page A in Center of Book. Shipping weight, 7 pounds.

49 N 2134—Country Estate Complete.....\$1.98



7-Room Budget House for Dolly

- 7-room English type house . . . made of sturdy fiberboard; 31¼x16½x12 inches.
- Red brick and stucco effect finish walls . . . green tile-effect roof.
- 63 pcs. life-like fiberboard furniture.

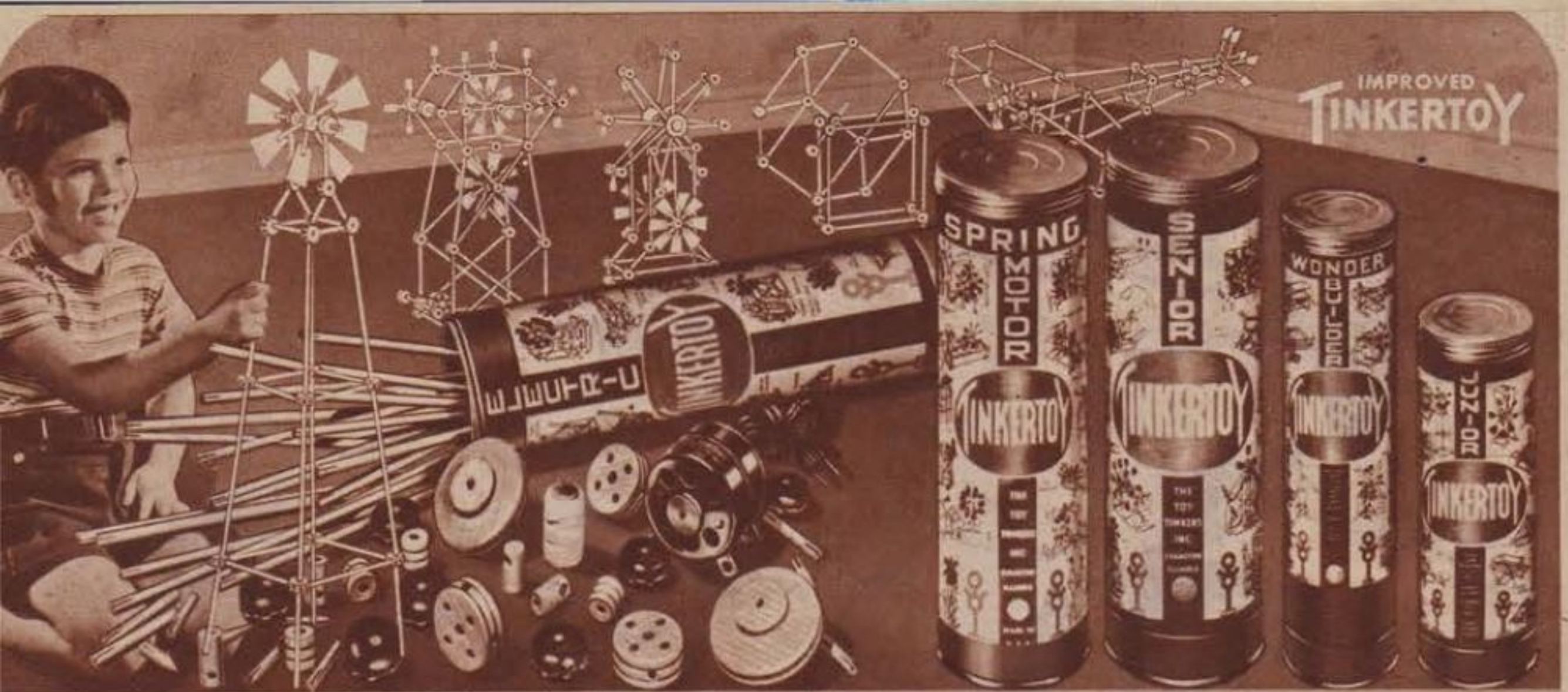
79c

For budget-wise little mothers too. Stairway, open fireplace; green window blinds. Open back to rearrange furniture; colorful 8-pc. living room; 5-pc. dining room; 3-pc. kitchen; two 6-pc. bedrooms; 3-pc. bathroom; 3-pc. breakfast nook; 3-pc. front porch; pictures, lamps, and accessories.

49 N 2133—Shpg. wt., 3 lbs. 12 oz. Easy to assemble. 79c

◇ PAGE 53 TOYS

WishbookWeb.com



IMPROVED
TINKERTOY

Famous Tinkertoys—Now Greatly Improved! New Parts, New Models, New Directions!

No limit to the models that can be built! And what fun after you build them! Hundreds of toys that operate in the wind, by hand power or with sturdy motor that comes with the Electric Power or Wind-up sets.

Motor Driven Tinkertoys—195-Piece Sets

New models, new parts, new directions. Same contents as Senior Tinkertoy at right—Plus a strong motor that operates any motion toy constructed from Tinkertoy parts. Fun for boys and girls.

Electric Motor Tinkertoy

\$3.89

Underwriters' Approved motor set. Operates on 110-120-volt A.C. Shipping wt., 3 lbs. 14 oz.

49 N 4714.....\$3.89

Wind-Up Motor Tinkertoy

\$2.69

Spring-wind motor set for homes without electricity. Shipping wt., 3 lbs. 8 oz.

49 N 4713.....\$2.69

Smooth sanded white birch Tinkertoy pieces! can be put together in many different ways without screws or bolts. All Tinkertoys are packed in attractive corrugated tubes with metal ends.

Practical Tinkertoys for Children of All Ages

New parts—new colors mean more play value and interest than ever before. Builds all kinds of fascinating and interesting models. The youngest child can be a real "engineer" with Tinkertoys.

Senior Tinkertoy

\$1.59

194 Pieces. Builds larger models. Shpg. wt., 2 lbs. 2 oz.

49 N 4712... \$1.59

Regular Tinkertoy

89c

127 Pieces. The thousand wonder builder. Shpg. wt., 1 lb. 8 oz.

49 N 4711.....89c

Junior Tinkertoy

46c

82 Pieces. Builds simple models. Shpg. wt., 14 oz.

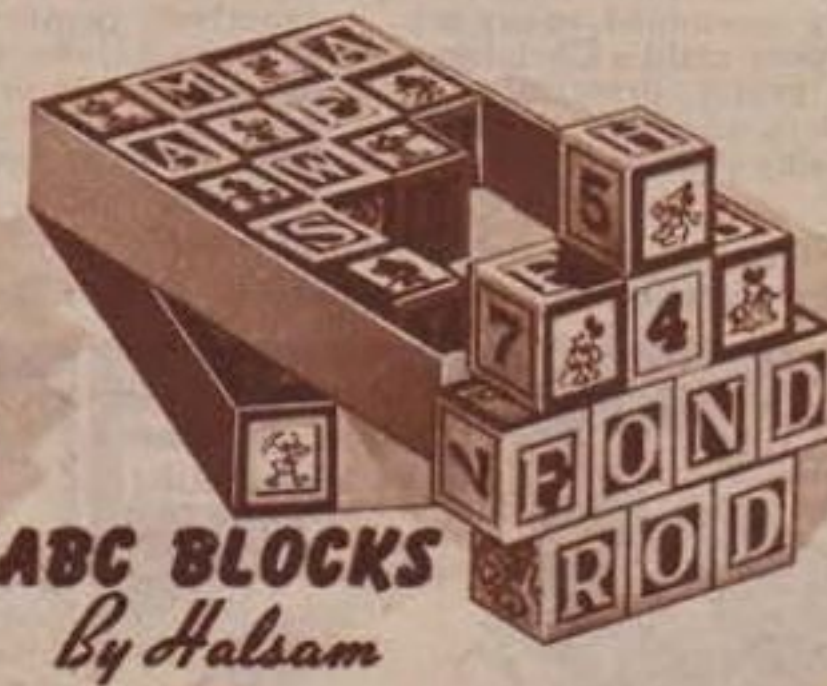
49 N 4710...46c



47c 40 Alphabet Safety Blocks

Modern 1½-inch safety blocks, embossed in the brightest, gayest colors that ever caught an eye! Everything of child interest that can possibly be built into one set of blocks. Have safe rounded corners and edges; non-poisonous vegetable colors. 2 sides embossed with glossy lacquered letters and animals. Other sides printed. In Box, 10¼x6½x1½ in. Shpg. wt., 2 lbs. 3 oz.

49 N 3602.....47c



25c 24 Disneyland Blocks

Walt Disney's familiar characters accurately reproduced on 1½-in. colored wood blocks. Rounded corners and edges for safety. Two sides embossed in harmless lacquers; other sides printed. In box, 8¼x5½x1½ inches. Shipping weight, 1 lb.

49 N 3603.....25c



98c "Sock It" Bench for Tots

Little tots, pre-kindergarten age, get a lot of fun out of this toy! They hammer the pegs down even with the bench and then reverse the bench and pound the pegs back again. Natural color wood bench comes complete with 8 colored, waxed wood pegs and wooden hammer. 15¼x8x6 in. deep. Shipping weight, 4 lbs.

49 N 3824.....98c



Cradle Phone

Perky little French phone with realistic dial and bell. Mickey Mouse and Donald Duck at receiver. Bright Red, 7½ in. Shpg. wt., 8 oz.

49 N 2401....25c

Musical Tops

Hear the merry music as top spins. Colorful metal.

7x6½ inches 9x9 inches
Shpg. wt., 12 ounces Shpg. wt., 1 lb. 4 oz.

49 N 2392 49 N 2393

23c 45c

101-Piece Tot's Set

89c Six activities! Lots of fun to string beads, build with blocks, or play with hammer pegs. Three other sets teach colors. All wood; non-poisonous. Box, 11x10½x2½ inches. Shpg. wt., 2 lbs. 6 oz.

49 N 3679—101 Pcs. 89c

Whirling Pegs

43c Eight-wheeled wooden wagon, 9½x3 in., with colored bead tipped pull cord. 2 revolving wooden discs, each containing 4 loose pegs. The idea is to match colors of pegs and insert in proper holes. Enamelled in brilliant colors. Shipping weight, 1 lb. 10 oz.

49 N 3682.....43c

Triple Peg Towers

43c A simple, constructive toy to give your child hours of fun. Each of the three 3½-in. pegs on a 9x4-in. wooden base, holds 4 vari-colored wood pieces in graduated sizes. Since the pieces are in 3 shapes—round, hexagon and square—the idea is to fit all the same shaped pieces on one peg.

49 N 3683-Shpg. wt., 1 lb. 14 oz. 43c



Play an Accordion!

89c Nickel plated metal trim. Durable paper bellows. Made in Japan.

8-Key
5 bellow folds. 16 notes, 1 base key. 8x3 1/4 in. Wt., 1 lb.
49N 2371
89c

10-Key
8 bellow folds. 20 notes, 3 bass keys. Ebony finish. 9 1/2 x 4 1/4 in. Shpg. wt., 2 lbs.
49N 2372
\$2.59

11-inch Drum

89c Rat-a-tat-tat! Beating your drum, you march proudly along! It's loads of fun to play soldier. Sling this clear-sounding drum over your shoulder, pick up the drumsticks, and away you go! Play on either head—one is skin, the other tough cloth. Metal shell. Web strap, braided snares. Pair sticks. Shpg. wt., 2 lbs.
79 N 02495.....89c

12-in. Snare Drum

\$1.89 A drum with two genuine calfskin heads! 3 snares. Watch your friends' eyes open wide when you show them this beauty! Shell made of strong oak, colorfully decorated. Shiny metal rims. Braided shoulder strap. Two hardwood drumsticks. Sturdily constructed. Shpg. wt., 3 lbs.
79 N 02499.....\$1.89

14 1/4-in. Cornet

49c 8 keys that you push down for the different notes. You can play real tunes on this dandy cornet—it's just like a big instrument! Bright shining nickel plated metal. 14 1/4 in. long, and the base is a full 3 1/2 in. across. A fascinating toy. Gayly colored ribbon cord. Made in Japan.
49N2302-Shpg. wt., 6 oz. 49c

8-Key Saxophone

49c 8 metal keys, 14 in. overall with 3 1/4-in. sound horn. Let the kiddies organize their own swing band! Start with this easy-to-play saxophone. Fun and instructive, too. Nickel plated instrument has simple reed arrangement—ebony finish wood mouthpiece. Made in Japan.
49N2303-Shpg. wt., 6 oz. 49c

PLAY-A-WAY BOOK PIANO!

The Fun Way to Teach Your Child Music!

- New Improved Clear Tones.
- True-Tuned 12-Key Metal Piano.
- 16 Songs Attached to Piano!
- Novel Way to Make Any Child a Musician.

\$1.25 Value

94c

Here's a gift that will fill little hearts with music—a baby grand piano that's so easy for chubby fingers to play! Watch those youngsters' eyes open wide when the top of the piano is lifted—and a gloriously illustrated song book pops into view! You see—the top of this surprise piano is really a song book containing 16 tunes that children love! This educational instrument has a 12-note keyboard tuned to perfect pitch—with patented feather-touch key action. Made of metal, 9 1/4 x 9 1/2 x 8 3/4 in. high. Playing instructions included—easy for any child to follow immediately. A durable, well-made toy—comes in assorted piano finishes.
49 N 2384—Shipping weight, 2 pounds.....94c



NEW! Electric Phonograph in Carrying Case

- Compares with \$6.50 values elsewhere... Plays up to 12-in. records... Self starting motor... Built in to leather-like, paper covered wood case.

\$3.98

Be the hit of the party with this dandy phonograph—real tone quality! Easy-to-carry case... sleek as airplane luggage. Size, 13x11x6 in. Nickle-plated trim; 2 snap locks. One record clamp and needles. Instructions.
49 N 2465—Shipping weight, 8 pounds.....\$3.98

Set of 3, Double Faced 7-inch Records

45c Titles: Lazy Mary Will You Get Up—Happy Birthday—London Bridge—I Had a Doggie—Farmer in Dell—Good Morn. Mary Sunshine. Shpg. wt., 1 lb. 4 oz.
49 N 2466.....45c

45c Titles: Jack and Jill—Oh Dear What Can Matter Be—Little Bo Peep—Twinkle Twinkle Little Star—Old King Cole—Little Boy Blue. Shpg. wt., 1 lb. 4 oz.
49 N 2467.....45c

Deluxe-Ebony Color

Better quality, finer finished, clearer tone grand pianos. Set little fingers on the road to music! It's easy to teach your child the scale and simple tunes on this beautiful chime-tone piano. Scale numbers are marked on the imitation ivory keys. Top opens in true baby grand style! Hinged keyboard cover keeps dust out of keys. Made in Japan.

15-Key \$2.39
\$2.75 Value! Size 14x12 1/2 inches. Height open, 11 inches. Shpg. wt., 4 lbs. 11 oz.
49N2433.\$2.39

18-Key \$2.98
\$3.50 Value! Size 15x14 1/4 inches. Height open, 11 1/2 inches. Shpg. wt., 5 lbs. 5 oz.
49N2434 \$2.98

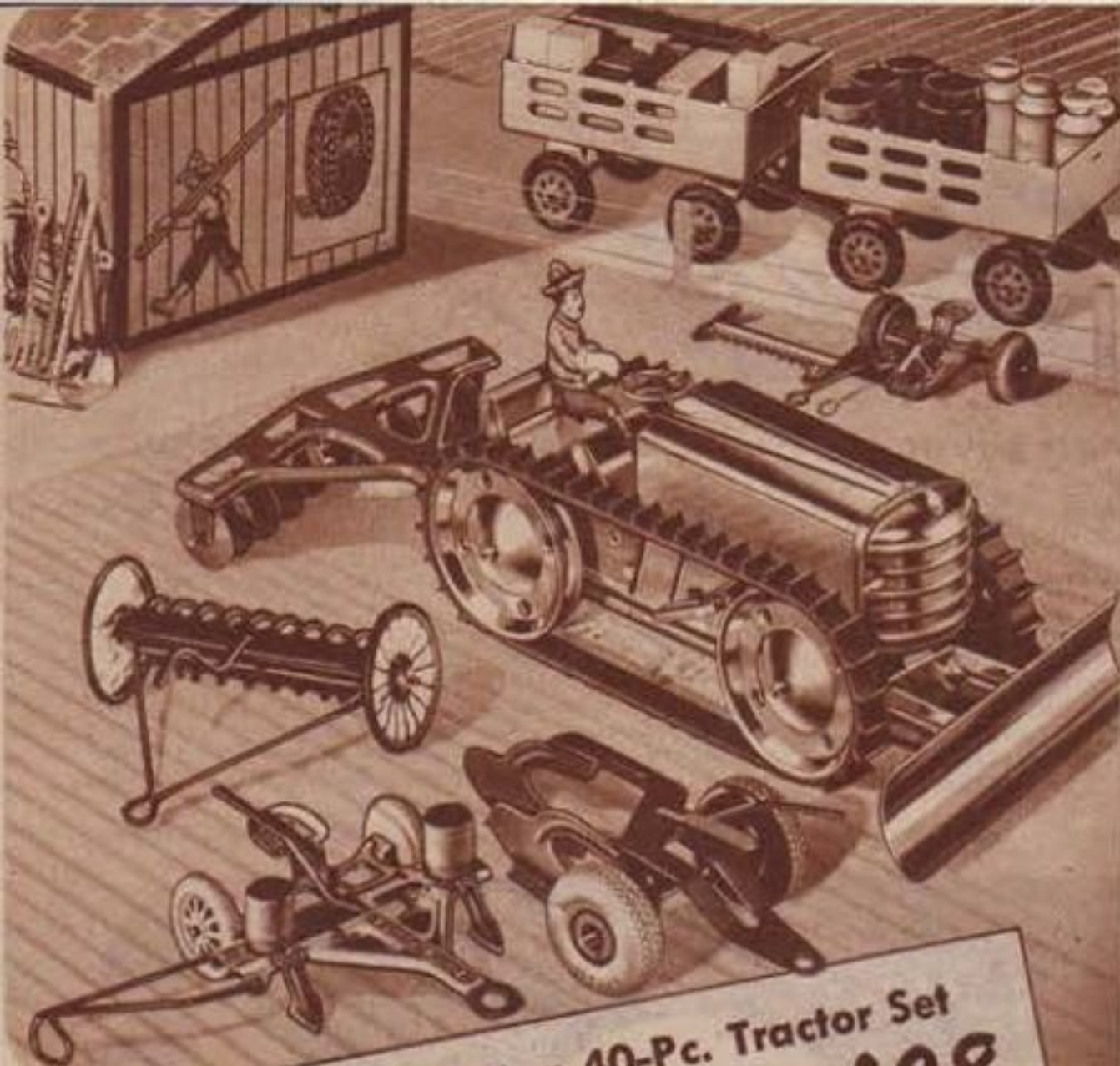
Economy Grand Pianos

Chime-tone, usually found only in more expensive toy pianos! Oak finished hardwood. Give make-believe concerts, play real tunes. Made like a real grand piano. Imitation ivory keys printed with scale numbers. Made in Japan.

8-Key 69c
\$1.25 Value! Size 9 1/4 x 6 3/4 x 4 3/8 in. high. Shipping weight, 1 lb. 12 oz.
49N2428
69c

12-Key 98c
\$1.25 Value! Size 10 1/4 x 11 1/2 x 6 1/2 in. high. Shipping weight, 3 lbs. 3 oz.
49N2431
98c

15-Key \$1.98
\$2.50 Value! Size 12 1/4 x 12 1/4 x 6 1/2 in. high. Shipping weight, 4 lbs. 2 oz.
49N2432
\$1.98



Amazing 40-Pc. Tractor Set

\$1.98

- Powerful 8½-in. Copper Color Climbing Tractor has New Shape Radiator
- 8-in. Mower with Teeth Which Move Automatically Like a Real Mower
- 6½-in. Realistic Hay Rake with Dumping Lever That Works
- Plus All These: 2-Gang Plow, Scraper, Disc Harrow, Corn Planter, 2 Steel Trailers . . . Many More Totalling More Than 40

Attach equipment individually to the powerful, sure-grip rubber tread tractor. Clockwork motor, speed governor maintains lumbering pace. Gang Plow, 6 in.; Harrow, 5½ in.; Corn Planter, 5 in.; Scraper 5½ in.; Trailers each 5½ in. Miniature shovel, pitchfork, hoe and rake. All steel. Also a bag of various sized wood blocks. Box, 13x9½x9 in., sets up into colorful shed.

49 N 5799—Shpg. wt., 6 lbs. 8 oz. . . . \$1.98



Hauls Heavy Weights



Climbs Steep Grades



Up He Goes!
Pull string. Zippo climbs, hands, feet moving. Release, down he goes! Colored metal, 10x4 inches. Shpg. wt., 10 oz. 49 N 5704 . . . 25c

Whirls, Glides!
Just pull out rod and graceful skater spins and whirls! Set on any flat surface. Colored metal, 5½ in. tall. Shipping weight, 10 ounces. 49 N 5707 . . . 23c

On the Milk Route
Start a milk route with this realistic 10-in. all-metal wagon and horse! Spring motor, key attached. Shipping weight, 1 pound. 49 N 5714 . . . 25c



One Man Parade
Rat-a-tat-tat! George beats his drum furiously, moving his eyes from side to side. He's proud of his bright uniform. All metal, 9 in. high. Spring motor with key attached. Shpg. wt., 10 oz. 49 N 5703 . . . 25c

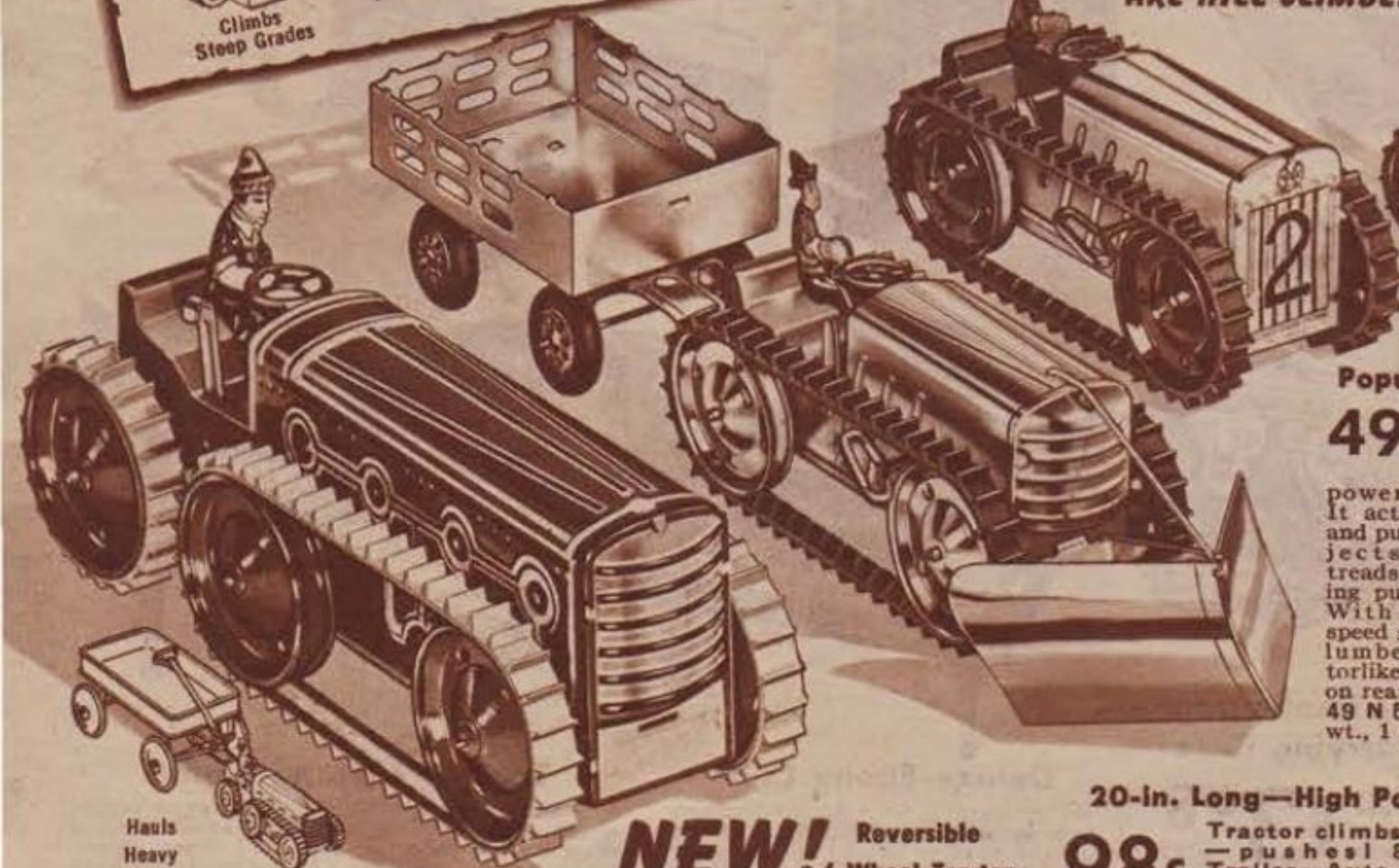


Angry Ferdinand
Gentle as a lamb is the famous movie Ferdinand. But, when bee stings him, he angrily thrashes around, whirling his tail! Metal, 4 inches high. Spring motor. Key attached. Shipping weight, 8 oz. 49 N 5702 . . . 25c



"Hi-Yo Silver"
Radio and movie famous Lone Ranger with Silver prancing, rarin' to go after outlaws! He whirls his lasso, too. Colored metal, 7½ in. high. Strong keywind motor, key attached. Shipping weight, 8 ounces. 49 N 5712 . . . 25c

ALL SEARS TRACTORS ARE HILL CLIMBERS



Hauls Heavy Weights

NEW! Reversible 6-Wheel Tractor

\$1.89

- Reversible—runs forward or backward. Climbs 50° grades.
- Pulls with ease 35-lb. coaster wagon, autos, etc.
- New rounded front for more realistic streamlined appearance.
- Wide rubber treads give maximum traction, won't mar floors.

Talk about heavy duty—this little giant will pull more than twenty times its own weight. Super-power clockspring motor, speed governor; brake. Climbs steep grades. Forward and reverse lever on side of driver's seat. All steel construction. Brightly colored. Size, 11¾x4x5½ inches high.

49 N 5796—Shipping weight, 2 pounds 12 ounces, . . . \$1.89

20-In. Long—High Power
98c

Tractor climbs—pulls—pushes! 8-inch Trailer—Auto-Fender Steel. It's a thrill to watch this handsome copper-colored 8½-inch steel Tractor climb grades and plow through mounds of dirt with its V-shaped detachable plow. Latest style tractor front makes it look even more powerful. Sure-grip rubber treads develop traction power that takes 20 times its own weight to stop. Speed governor on powerful clock-spring motor controls tractor-like lumbering speed. Brake to start and stop.

49 N 5764—Shpg. wt., 2 lbs. 8 oz. 98c

Popular Price
49c

8½-in. metal tractor with a powerful motor. It actually climbs and pulls other objects. Rubber treads have amazing pulling power. With brake and speed governor for lumbering, tractorlike speed. Hook on rear. 49 N 5745—Shpg. wt., 1 lb. 8 oz. 49c

Tractor Bargain
25c

Midget climbing tractor with new curved radiator front. 5¼x2½x3¼ in. high to top of removable driver's head. Sure grip endless rubber treads, strong spiral motor, brake. Hook in rear to pull loads. Attractively lithographed. 49 N 5705—Shpg. wt., 10 oz. . . . 25c

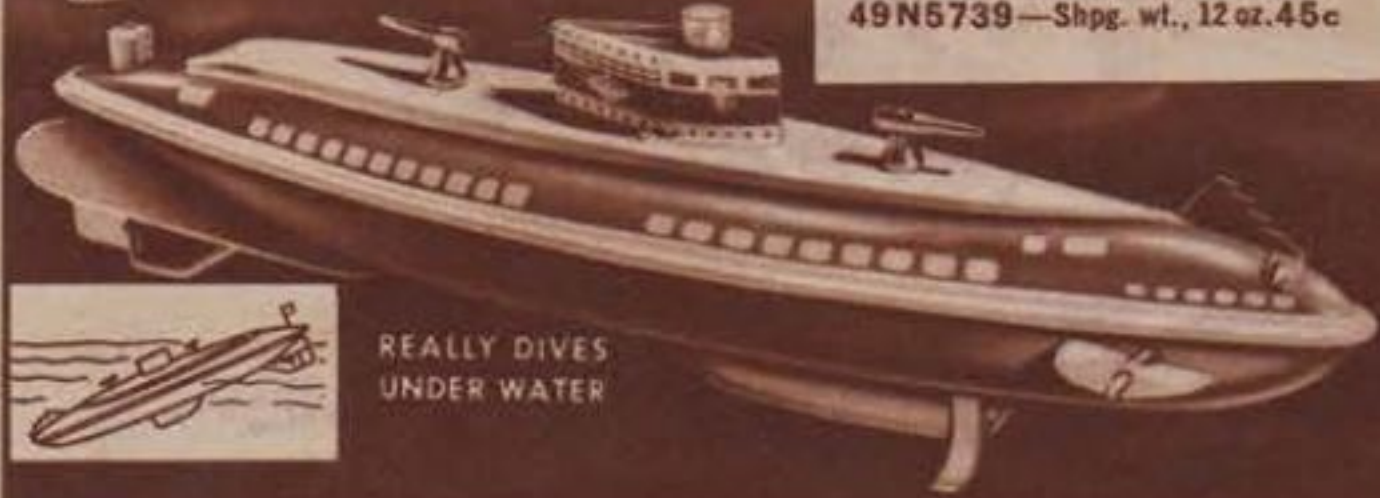
OTHER TOY VALUES IN OUR BIG CATALOG MERCHANDISE CERTIFICATES MAKE IDEAL GIFTS. SEE PAGE C IN CENTER OF BOOK



NEW! Stunt Plane Loops the Loop!

45c Greatest mechanical stunt you ever saw! Over and over it loops—about 10 times on one winding. Has extra-expensive bright copper color finish, too! Just wind the clockwork motor, then watch it scoot along. Suddenly it stops and does a complete inside loop, then away it goes again! It's loads of fun! Even the grownups will go for it! 7½-in. wingspread; 5 in. long. Performs on any flat surface. 49N5739—Shpg. wt., 12 oz. 45c

over it loops—about 10 times on one winding. Has extra-expensive bright copper color finish, too! Just wind the clockwork motor, then watch it scoot along. Suddenly it stops and does a complete inside loop, then away it goes again! It's loads of fun! Even the grownups will go for it! 7½-in. wingspread; 5 in. long. Performs on any flat surface. 49N5739—Shpg. wt., 12 oz. 45c



REALLY DIVES UNDER WATER

NEW! "Sub" Navigates, Submerges, Rises Automatically

Beware, enemy battleships, this big submarine has spotted you! A slim, trim craft, first of its type made in America, it navigates partly submerged on the surface, dives gracefully, then rises to the surface again automatically. Angle and depth of dive controlled by movable fins in bow. Brightly colored steel. Shipping weight, 1 pound 10 ounces.

89c

49 N 5762—Over 13 in. long. Powerful motor.....89c



NEW!



Drive-Ur-Self Runabout Car

Look Daddy! It's amazing how I can control it to turn left, right, straight ahead or in a circle—just anywhere I want without touching the car! It's mystifying—tighten or lessen tension on cord and it obeys your commands. Really Remote Controlled; the finest toy car in the neighborhood! Streamlined with long looking hood. Powerful clockwork motor with brake in sturdy steel body, 14 inches long.

89c

49 N 5767—Shipping weight, 2 pounds.....89c



Flipo—He Really Somersaults!

Here's a happy dog always ready to do his jumping tricks! Wind his clockwork motor and over and over he goes, one somersault after another. He always lands in a sitting position. Colored metal. Size, 2½x3¼x3¾ in. high. New clever action.

47c

49 N 5730—Shipping weight, 10 oz..... 47c



Rollicking Rollover Pluto

Here he is! The sad-eyed, flop-eared, comical Pluto! Just wind the spring motor... he runs along the floor, then suddenly stops and rolls over completely... and he does it many times on one winding! Strong metal, 9x2¼x4 inches high.

47c

49 N 5734—Shipping weight, 12 oz..... 47c



This Hen Lays Egg and Cackles

This red hen performs in true barnyard fashion! Crank handle—she cackles proudly—and lays wooden eggs. Enchanting toy for children—a laugh-riot for grownups. Brightly decorated metal, 5½x3¼x4¼ in. high. No sharp corners.

39c

49 N 5766—Shipping weight, 8 oz..... 39c



Sparkling Fighting Tank

Runs fighting zig-zag fashion—sparks spattering from gun on turret. Boy! Does it put over a barrage! Not many toy armies can stand before its speedy maneuvering and powerful attack. Door flies open—doughboy pops out, aims, and takes cover. Action repeats many times on a single winding. Has powerful clockwork motor. Made of sturdy steel, with army colors and realistic details. Lots and lots of fun! 10 inches long. Brake.

94c

49 N 5763—Shipping weight, 2 lbs..... 94c



It's a Four-Eleven Alarm!

Whooooee! Siren screaming, you dash off to the fire in your bright red 14-inch hook and ladder truck. Fire tower mounted on swivel—turns in any direction—raised by gear and crank—so you can put the fire out in tall buildings, too! Two dummy wood extinguishers. Two 8-in. detachable ladders fasten together so you can reach the upper floors. Truck auto-fender steel, clockwork motor. Soft rubber wheels.

98c

49 N 5768—Shipping weight, 4 lbs..... 98c



Army Plane! Guns Spark!

The last word in a new giant Army plane! Has four propellers—double machine guns on each wing spouting sparks—pilots pictured in the cockpit, and a machine gunner in the cabin, watching for enemy planes. Colored metal military design. Wingspread, 18 in. Length, 13¾ in. Runs along floor, powered by strong spiral motor.

49c

49 N 5737—Shpg. wt., 1 lb. 6 oz..... 49c

All Rubber FARM SET

New, Improved for
Christmas, 1940!

Easy on furniture
because it's rubber!
Crammed with fun
—you can hook up
the implements 101
different ways!

\$1.00

Harness the two horses and hitch 'em to the shaft of the new farm wagon, which has fifth-wheel so sharp turns can be made. Even the horses are on wheels; they alone will give hours of realistic fun. Implements are built like the famous Sears Bradley Farm Implements. Farm wagon team, 9½ inches long . . . others in proportion. Colorful, sturdily built packing carton sets up into miniature implement shed.

- Engine thresher, dummy blower.
- Calf and colt. • Manure spreader.
- Two miniature rubber milk cans.
- Realistic double gang plow.
- Large Graham Bradley Tractor.
- Modern hauler with large, roomy stake trailer . . . 9 inches overall.

15 Pieces in All. Shpg. wt., 3 lbs.

49 N 6456—Complete . . . \$1.00

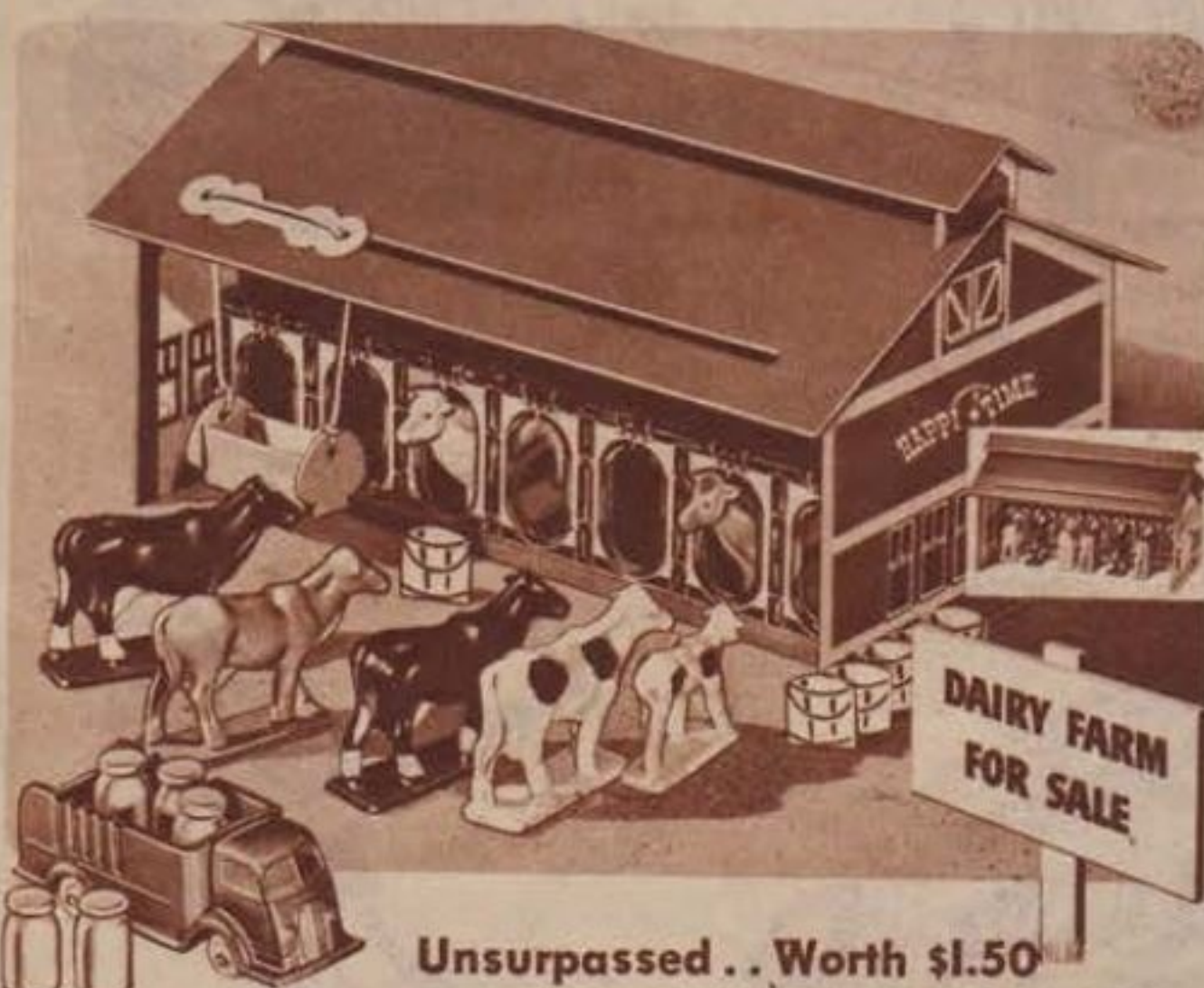
All the Rubber Animals and Implements on this Page have been Studied and Commended by the Service Bureau of the Parents' Magazine.

Also, Toys Are Available on Easy Terms; See Page A in Center of Book.



4 STAR FEATURE

★15-pc. set . . . a \$1.50 value.
★2-horse farm wagon is alone worth 59c.
★All pcs. safe, washable rubber. Harmless colors, almost unbreakable.
★All implements roll easily on rubber wheels.



Unsurpassed . . . Worth \$1.50

Only at Sears! Rubber truck and animals are noiseless, harmless to child or furniture. Equipped like a real dairy farm—101 fun-on-the-farm thrills! Big red barn with bright green roof houses 6 cows and one little calf. Modern, colorful, 4x1½x1½-in. easy rolling truck; 5 aluminum finish wood milk cans for full load. Barn, 13x8½x7¾ in. high, of "Tekwood," a strong, 3-ply, wood center fiber board. New style double ventilation roof; 7 large stanchions. Cut-out rail suspends carrier for feeding cows; 6 "Tekwood" milk pails. All easily set up. Cows, ass't. breeds, natural colors and shapes; 3¼x1x2½ in. tall. Calf in proportion.

49N6449—Complete. Shpg. wt., 3 lbs. . . 98c

- ★ Safe, washable, almost unbreakable rubber cows, truck.
- ★ Sturdy-built barn of "Tekwood," 3-ply wood center board.
- ★ Harmless colors.
- ★ Easily worth \$1.50



58 • SEARS, ROEBUCK AND CO. ♦

All Rubber
10 in. Long
59c



- Front wheels really turn, just like Dad's big farm wagon.
 - Great addition to toy farms! • Amazingly clever, worth 75c!
 - Safe, washable, almost unbreakable; noiseless.
- Harness the horses, hitch 'em to the big wagon loaded with rubber milk cans and barrels, then off to market. Farm wagon is like the big ones, axle and front wheels are a separate detachable unit enabling turning left or right (See A). Life-like brown horses are on wheeled platform (See B). 2 harnesses (See C), 2 milk cans, 2 barrels. Colorful.

49 N 6452—Shipping weight, 1 lb. 3 oz. Complete . . . 59c



A Whole Farmyard: 16 Lifelike Rubber Animals

- All rubber . . . kind to both child and furniture . . . washable, almost unbreakable . . . painted and accurately molded to realistic, lifelike proportions.
- Think of the fun your youngster will have, adding more "stock" to his toy farm. All these realistic animals mean more play value . . . his farm will seem more natural and real than ever . . . the exciting game of make-believe will be intensified. Our farmyard sets are the most popular instructive toys you can buy. Horse, 3¼x3¼ in. high; others in proportion. 16 Rubber Animals in All: Holstein Cow and Calf; Jersey Cow and Calf; Brown Horse and Colt; Pig with 2 Piglets; Sheep; Collie Dog; Chicken; Turkey; Rooster; Duck; Goose.

49 N 6446—Shipping weight, 1 pound 4 ounces. Complete . . . 69c

69c



4-STAR FEATURE BECAUSE:

- ★ Now! 26 Life-like Rubber Pieces—Same Low Price. Over \$5 Worth of Play Value.
- ★ All Washable, Safe, Unbreakable.
- ★ All Buildings of "Tekwood" (3-Ply, Wood-Center Fiber-Board).
- ★ Bright, Harmless Realistic Colors.

See Page A in Center of Book
for Sears Easy Terms

THE "PRIZE" OF ALL GIFTS FOR YOUNG FARMERS

26 Washable Rubber Toys

- New! Farmer and his Wife, plus big aluminum-color water-holding animal trough.
- All animals naturally shaped in proportion . . . realistic colors. Implements on rubber wheels.

Even Mother and Dad will have fun with this marvelous farm set. Exclusive with Sears, it's the best toy on the market. All animals and implements of hard noiseless rubber, won't damage floors or furniture, almost unbreakable. 2 3/4-inch tall Farmer and Wife, 3 3/4-in. Horse with Set of Harness, 3 3/4 x 2 1/2-in. Cow, Colt, 2 Calves, 2 Sheep, Big Pig, Little Pig, Collie Dog, 3 Chickens, Rooster, 2 Geese, Duck, Turkey, Plow, Farm Wagon, Sedan, Graham Bradley Tractor in proportion, New 5 1/2-in. Water-holding Water Trough.

79N 06458—Sears Deluxe Farm Set with 26 Rubber Toys. Shpg. wt., 7 lbs. . . . \$1.98

Correctly Proportioned Buildings

- Not just a toy, but a scientifically proportioned stock farm, educational for young and old.
- Buildings sturdily built of 3-ply "Tekwood"!

A really complete set of farm buildings, all made of flexible "Tekwood," new 3-ply wood center, fiber board assures long use.

Big Hip Roof Set-Up Barn—3-ply wood ends and bottom; 16x9x9 in. high; one side open, 4 stalls. **Farm House**, 10 3/4 x 7 1/2 x 7 in. high, open back, cutout windows. **Dog House**, **Tool Shed** and **Hen House** all in proportion. **Large Cattle Shed**, 8 1/2 x 5 1/4 x 4 1/2 in. high, open back. Cardboard pieces: two 11x2 3/4-in. Silos, 12 in. Windmill, 2 Ventilators, 15 sections of Fence, green on one side.

◇ PAGE 59 TOYS

NEW!

HAPPY TIME Hood

Miss Sunshine... the Wardrobe Doll



- ★ Doll alone is worth \$2.00
- ★ Lifelike Sleeping Eyes, Lashes
- ★ 18-in. Tall; Inside Jointed Arms, Legs and Head. Cry Voice
- ★ 5 Changes of Costume . . . Human Hair Pig-Tail Wig

\$1.98

A real Christmas value is Miss Sunshine. The above features prove that! Christmas morning she wears a sweet printed dress and ribbon tied bonnet to match; undies, rayon socks, cute little tied shoes. To go calling, a cute coat and hat. On rainy days, a rubber hooded raincape. At home, a smart little hostess gown. And she wears a cute 3-piece play suit on sunny days. Shpg. wt., 2 lbs. 4 oz.

49 N 3074—Complete.....\$1.98



Big Value—Miss Sunshine.. Layette and Chest

\$2.98

- Doll alone worth \$2.00
- All composition 14-in. doll. Lifelike sleeping eyes, lashes.
- Natural looking blonde mohair wig . . . pretty ringlets
- Style-smart Miss Sunshine has an outfit for every occasion . . . fitted kit and wardrobe . . . even safety pins!

She comes to your house wearing her lovely net-trimmed evening gown. In the morning she plays in a cunning playsuit. For afternoon she wears a lace-trimmed dress with separate panties. She goes calling in her cotton Duvetyn coat and hat . . . of course she carries her little purse and hanky. At night she's cozy in her flannelette robe and 18x12½x5¼-inch kit. Shipping weight, 5 pounds.

60 • SEARS, ROEBUCK AND CO. 79 N 03598—Complete.....\$2.98



Curly-Head—Low Price

\$1.49

- Worth \$2.00
- Lifelike sleeping eyes... long lashes
- Cry voice

• 19-inch soft cuddly cotton-filled body
• Blonde mohair wig . . . tightly curled and firmly sewn to foundation . . . tied with a shiny satin ribbon! Darling Curly Head. Cries and sleeps almost like a real little girl. Her beautiful dress is flock-dot organdy trimmed with val lace cunning collar effect and little puffed sleeves. She wears a slip, panties, rayon socks, and wee tied shoes. Her arms are inside jointed . . . natural-looking fingers. Shipping weight, 2 pounds.
49 N 3003.....\$1.49

Perfectly Darling Doll

95c

- Worth \$1.50
- 17-in. tall.
- Crying voice.
- Lifelike eyes, lashes.

• Real human hair . . . attractively curled in ringlets.
• Inside jointed arms.
You can hardly believe your eyes when you see how lovely she is! Her mouth is open to show tiny white teeth and a saucy red tongue. Cotton filled body is ever so soft, just the right size to love. This Miss Sunshine is dressed in a little pinafore outfit, the very latest style, with a ribbon-tied bonnet to match. Panties, white cotton socks and pert little shoes. Shpg. wt., 1 lb. 14 oz.
49 N 3002.....95c

Good Quality—Sears *Sunshine* Dolls

NEW!

- ✓ Big Values for Thrifty Little Mothers
- ✓ Pretty, Natural Looking Sleeping Eyes
- ✓ Sunshine Dolls are Daintily Dressed
- ✓ Nicely Finished—Well Constructed

Baby Sunshine Finer Than Ever... Worth \$3!

- Lustrous glass-like eyes... long sweeping lashes.
- Big as a real baby... 26 inches tall.
- Genuine Esmond blanket cloth coat and hat.
- Turns her pretty composition head... cries realistically.

\$1.98

Isn't she a lovely baby? She's the biggest bargain in Santa's 1940 pack! Her soft cotton-filled body is just the right size... she cuddles snugly up to her proud little mother. Pretty-as-a-picture composition head with sleeping glass-like eyes, sweeping lashes. Her rosebud mouth is slightly open to show teeny white teeth and a wee red tongue. Chubby arms, dimpled legs. Beautifully dressed in genuine cotton Esmond blanket cloth coat stitched with baby blue yarn and cunning Brownie-type peaked bonnet trimmed with fluffy marabou. Her dress is fine organdy with real lace edge. Dainty slip, rubber panties, cotton socks, booties.

79 N 03175—Baby Sunshine. Shpg. wt., 4 lbs. \$1.98



So Sweet and Shy

- A \$2.00 value.
- Demure long-dress baby... 16 inches tall.
- Turning head... she can look most anywhere!
- Lifelike sleeping eyes with long sweeping lashes.
- Soft and cuddly, cotton filled body.
- Lovely organdy lace trimmed long dress.
- Dressy lace-trimmed ribbon-tied bonnet.

\$1.49

A fine quality long dress baby. So low priced it's almost too good to be true! And she's a cunning baby... looks just like a real one. Your little girl will be so thrilled when she finds *Baby Sunshine* Christmas morning.

Her rosebud mouth looks so natural. Baby Sunshine's long dress is made of lovely organdy with satin like sheen ribbon rosettes... sweet little ribbon tied bonnet to match. Of course she wears rubber panties (all babies do), a long slip, rayon socks, and wee booties. Shpg. wt., 2 lbs. 4 oz.

49 N 3114—Long Dress Baby..... \$1.49

Sensational Value!

- Features of regular \$1.50 baby dolls!
- Lifelike sleeping eyes... long lashes.
- Open rosebud mouth; tiny teeth; wee saucy red tongue.
- 16 inches tall. Waterproof composition head, arms and legs.
- Turning head. Smartly styled dress.
- Soft cotton filled body.

95c

Any little mother would be proud to have this *Baby Sunshine*! Fun to hold because she's so cuddly. Turning composition head... she can look on either side. Inside tied arms, tied baby legs... rosy dimpled knees. She cries too, just like a real baby. Dressed in a flaring-skirted organdy dress that makes a full circle when she sits! Dress is trimmed with val-type lace and shiny satin-like ribbon. Ruffled, ribbon-tied bonnet with net insert. Matching slip, rubber panties, rayon socks, tiny booties. Shipping weight, 1 pound 12 oz.

49 N 3115—Dressed Baby..... 95c



Baby Sunshine—Chest, Extra Outfit

- Doll alone is worth \$2.00!
- 18-inch soft cotton filled doll.
- Natural sleeping eyes, long lashes.
- Life-like turning composition head.
- 20x12½x7¾-inch wardrobe chest for *Baby Sunshine*, extra dress, bonnet.
- Pretty ruffled chest makes bed for doll.

\$2.98

Comes in organdy dress with Celanese rayon coat and ribbon-tied bonnet to match, slip, rubber panties, rayon socks, booties. Extra dress, bonnet.

79 N 03599—Doll and Wardrobe. Shpg. wt., 6 lbs. 8 oz.. \$2.98

◆ PAGE 61 DOLLS

NEW!

HAPPY TIME Better

Beautiful *Miss Marie* Stylish as Can Be

\$2.98

- Usual \$4.00 value! A fashion-wise doll for a fashion-wise little mother!
- Rolling flirting glass-like eyes with glamorous sweeping lashes.
- Gorgeous blond mohair long pigtails.
- Beautifully formed because she's all molded composition. 21 inches tall.

Miss Marie's clothes are specially designed for her and for you by a famous New York designer . . . made just like most any little girl's dresses are made! Her cotton dress has a fashionable striped pleated skirt, a smart solid-color bolero with pretty buttons, and a stunning off-the-face felt hat; rayon panties, elastic top rayon socks and little tied shoes. Her open mouth shows perfect white teeth . . . you can just see her saucy little scarlet tongue. Her head tilts and turns . . . she looks mischievous or demurely sweet. Her arms and legs are inside jointed. She has natural-looking hands, slim legs. Miss Marie is really nice as you can easily see. Mirror, chair, lamp, vanity not included.

49 N 3202—Shipping weight, 2 pounds 10 ounces. \$2.98



← So Snug and Warm

\$2.79

- Worth \$3.00.
- Glass-like eyes . . . luxurious

sweeping realistic lashes.

- Beautiful long curls made of real human hair.

• She's a big girl 22 inches tall. Dressed in hollyberry scarlet velveteen coat and hat! Wintry winds may blow . . . Miss Marie won't care! Her coat and bonnet are trimmed with the same smart checked rayon that fashions her cunning little dress. She wears undies, rayon socks, cute little tied shoes. Soft cotton-filled body, and turning and tilting composition head. She cries . . . her open mouth shows her white teeth . . . cute scarlet tongue. In fact, she comes mighty close to looking like a real little girl! She has inside jointed arms . . . slender graceful tied legs. Shpg. wt., 3 lbs. 49 N 3005. \$2.79



Wears Outfit 9 Ways

\$1.79

- You save 1/4!
- Luxurious real human hair wig . . . ringlet curls.

- Lustrous glass-like expressive eyes with long sweeping lashes.

19-inch Miss Marie! Just think—you can dress her nine different ways! She's a modern Miss . . . wears reversible clothes to save time and money. Her wardrobe contains a reversible bolero and skirt . . . one print side and one plain color side . . . one waist, one pair of shorts, rayon socks, shoes, and a cunning bow hat. By reversing the skirt and bolero and by wearing various combinations of these garments with shorts, Miss Marie can be dressed in 9 different ways. Soft cotton-filled body, composition head. Rosebud mouth is opened to show tiny white teeth, wee scarlet tongue. Shipping weight, 2 lbs. 4 oz. 49 N 3004. \$1.79

19-inch Beauty

\$1.98

- \$3.00 Value.
- Rolling, flirting glass-like eyes . . . framed by

very natural looking lashes.

- Blond mohair wig . . . pretty ringlet curls.

A fine quality doll at a remarkably low price! Your little daughter will beam when she sees Miss Marie under the Christmas Tree! Soft cotton-filled body; turning, tilting composition head. Pink rosebud mouth with lips slightly parted to show pearly teeth and little red tongue. She cries, goes to sleep. Inside jointed arms, tied legs. Beautifully dressed in Celanese rayon dress trimmed with val lace and tiny tucks. Blond curls tied with satiny ribbon. Undies, rayon socks, tied shoes. Shipping weight, 2 pounds 2 ounces. 49 N 3201. \$1.98

Better Quality—Sears *Marie* Dolls

- ✓ Priced to Please Moderate Budgets
- ✓ Beautiful "Glass-Like" Sleeping Eyes
- ✓ Marie Dolls Wear Stylish Clothes
- ✓ Finer Dolls. Smaller Yet Prettier



Now! *Baby Marie* Has Flirty Eyes, Too

\$1.98 • Magic Rolling Glass-Like Eyes with Long Lashes.
 • Famous "Poppa-Momma" Voice. At Last Daddy Gets a Break... this Lovable Baby Cries for Him, Too.
\$2.98 • Turning, Composition Head.

49 N 3160

49 N 3161

The most talkative, the most talked-about doll of the year. Soft cotton filled body. Tongue, dainty white teeth, open rosebud mouth. Full cut, lace-trimmed organdy dress, ruffled bonnet with net insert; slip, rubber panties, rayon socks, booties.

Glass-Like Eyes; Lashes
 Shpg. wt., 1 lb. 1 oz.

49 N 3160—14 in. \$1.98

Rolling Glass-Like Eyes; Lashes
 Shipping weight, 3 lbs. 1 oz.

49 N 3161—18 inches Tall..... \$2.98



SEARS LOVELY DOLLS ARE SOLD
 ON EASY TERMS... See Page A, Center of Book.

Nice Quality Clothes

- \$3 Value Elsewhere.
- Sleeping glass-like eyes... long lashes.
- Turning composition head... rosebud mouth shows pretty lips—Beautiful features.

\$1.89

She's 20 inches tall... almost as big as a real baby... but not too big for a little mother to handle. So cuddly, so lovable, and she cries a little but is such a perfect little baby! Beautifully dressed... priced surprisingly low! Her soft cotton-filled body nestles snugly in a little girl's arms. She has pretty dimpled bent arms... tied baby legs. *Baby Marie* arrives for Christmas in a darling full cut organdy dress trimmed with val lace and gleaming satin-like ribbon. Her matching organdy bonnet has a net insert... fluffy ruffles... is ribbon tied. Like all well-dressed out babies, she wears a slip, rubber panties, cute little rayon socks... cunning tied booties. Shipping weight, 2 lbs. 12 oz.

49 N 3162—Short Dress Baby... \$1.89

Rayon Taffeta Baby

- 18-in.—worth \$3.
- Gleaming Celanese rayon coat, hat.
- Twinkling glass-like eyes—Lashes.
- Turning composition head... natural features.

\$1.98

Baby Marie looks so good you must cuddle her in her lovely lustrous Celanese rayon coat and bonnet! Her coat collar is trimmed with row of val lace and her matching ruffled bonnet has a crisp net insert, is ribbon tied. Under her coat, she wears a sheer white organdy dress with matching slip, real rubber panties, rayon socks, sweet little tied booties. Sometimes she cries... babies do, you know. When she's tired, you put her to sleep... her eyes close just like real babies' eyes do. Full composition arms and legs. Closed rosebud mouth shows cute baby smile... tiny crimson lips. Your little girl will love to find *Baby Marie* on Christmas! (Ball not included.)

49 N 3163—Shpg. wt., 3 lbs... \$1.98



Big-as-Life 25-inch *Baby Marie*

- Has features of \$4.00 doll.
- 25 in. tall... right size to make a nice armful... cuddly soft cotton-filled body.
- Turning composition head, arms, legs.
- Mischievous twinkle in her glass-like eyes... but her long lashes are so demure! She sleeps. She cries.

\$2.79

Delight the maternal heart of your little daughter with this almost real baby! She'll love the well-shaped head and natural looking features... the cunning little fingers, chubby dimpled baby legs. Lovely sheer organdy dress is exquisitely trimmed... matching ruffled bonnet is ribbon tied, has a pert net insert. Pretty lacy slip, pink rubber panties, rayon socks, booties. (Blocks not included.)

79 N 03164—Shipping weight, 4 pounds..... \$2.79

◇ PAGE 63 DOLLS



DRINKS WETS WIDE AWAKE SLEEPY SLEEPER FAST ASLEEP

Rock-a-bye Baby

Better NOW! Rock-A-Bye Wetting Baby at Price of Ordinary Baby!

Hard Rubber Head—Realistic Features . . Often Imitated But Never Equaled!

- First Rock-A-Bye Baby kit under \$2.79.
- Only doll that really rocks to sleep.
- Lifelike sleeping eyes; long lashes.
- Fleshlike rubber body, arms, legs.
- Does not soil easily; washes quickly.
- 22-Pc. cellophane wrapped layette.
- Dolls alone worth \$2.00 and \$3.00.
- Sturdy metal trimmed O'Nite cases.

Rock-A-Bye Baby . . . NEW last year—this year the FAVORITE! She has all the important features of other wetting dolls and in addition she's a Rock-A-Bye Baby. At "Nighty Night" time when placed in her pretty fiberboard cradle, her eyes are wide open. Then as you gently rock her fiberboard cradle, her eyes close gradually 'til at last she drifts off into Slumberland. She comes dressed as you see her in diaper; bottle and nipple; and has a lovely layette which includes lacy organdy dress, ribbon tied bonnet, slip, 2 extra diapers, 4 safety pins, 2 wash cloths, undershirt, booties, stomach band, 4 wood clothes pins, clothesline, rubber Scotty, sponge, and 3 powder puffs—all neatly packed in O'Nite carrying case.

11-inch Rock-A-Bye Baby Doll		13-inch Rock-A-Bye Baby Doll	
26 Piece Outfit	\$1.89	26 Piece Outfit	\$2.89
\$3.00 Value! 11-in. Doll, Layette, Cradle and Case. Shpg. wt., 2 lbs. 12 oz. 49 N 3580 . . . \$1.89		\$4.00 Value! 13-in. Doll, Layette, Cradle and Case. Shpg. wt., 3 lbs. 8 oz. 49 N 3581 . . . \$2.89	
11 inch Doll Only	\$1.49	13 inch Doll Only	\$1.79
\$2.00 Value! Dressed in Diaper; Bottle and Nipple. Shpg. wt., 1 lb. 8 oz. 49 N 2920 . . . \$1.49		\$3.00 Value! Dressed in Diaper; Bottle and Nipple. Shpg. wt., 1 lb. 14 oz. 49 N 2921 . . . \$1.79	



Good

11-inch "Botteltot"

93¢

- Hard rubber (Paratex) head.
- Lifelike sleeping eyes . . . with pretty lashes.
- Inside jointed arms, legs.

You pay SO LITTLE for SO MUCH childish joy! Keeps nurse busy all day tending to her needs. Whenever "Botteltot" takes a drink, a change of diaper is necessary. Soft, rubber flesh-pink body, arms and legs. Diaper bottle and nipple included. For good quality clothes, see below.

49 N 2913—Shpg. wt., 1 lb. 4 oz. . . 93¢

11-in. Bargain Rubber Babies

69¢ "Toodlums" Soft flesh pink all rubber. Low priced for this good quality! Inside jointed arms and legs. 49 N 2912

44¢ Looks like "Botteltot." For clothes, see below. Non-Wetting. Shpg. wt. 1 lb. 2 oz. 49 N 2911

Sleeping Eyes 49 N 2912 . . 69¢
Painted Eyes 49 N 2911 . . 44¢



Best 15-in. Famous Honeysuckle Doll

23-Piece Layette . . Sturdy Wood Frame O'Nite Case

\$4.89

- The finest rubber wetting doll made.
- Made by Ideal—noted as manufacturers of finest quality dolls!
- Rolling, flirtatious magic glass-like eyes.
- Created exclusively for Sears.

A cuddly, lovable infant that wets her diaper. Beautiful IDENITE HARD RUBBER HEAD withstands hard knocks; chubby flesh pink soft rubber body tinted the softest pink color, has a naturalness that other firms cannot obtain. Layette of lace trimmed organdy dress, lacy ribbon trimmed bonnet, slip, 2 extra diapers, 4 safety pins, 4 clothes pins, 3 powder puffs, and blanket. She wears a shirt and diaper and has a bottle and nipple. All packed in metal trimmed, wood frame O'Nite carrying case, 18x11x7 in.

79 N 03582—Shipping weight, 7 pounds. \$4.89



23-Piece Layette

98¢

A complete wardrobe to make your baby the best dressed little lady in the neighborhood. Besides bed linens, panties, bib, socks, a lacy organdy dress and bonnet; hangers, there's everything she needs for bathing and powdering. Fits 10½ to 19½ inch doll. Be sure to state height of doll. Shipping weight, 1 lb. 8 oz.

49 N 3570—23-Pc. Layette. 98¢

12-Piece Layette

21¢

A SUPER VALUE in Dolly fashions! Fits any 11 to 13-inch doll. Exactly like real babies wear! Layette includes a lacy organdy dress—slip—attractively ruffled ribbon-tied bonnet, tape edged flannel diaper—stomach band—cotton socks—booties and plenty of safety pins. Shipping weight, 10 ounces.

49 N 3533—12 Pcs. 21¢



Stop! Look! Save! Standing Chubbies

98¢ **\$1.89**

- Lifelike sleeping eyes
- Big girls—20 inches tall
- All composition
- Realistically painted hair
- Inside jointed arms and legs

49 N 3126 49 N 3127

"Chubby" dolls that are easy on your budget! Pert, lifelike little tykes that stand alone.

\$2.00 Chubby
Print dress, bonnet. Undies, socks, shoes. No lashes. Shipping wt., 2 lbs. 12 oz.
49 N 3126.....98¢

\$3.00 Chubby
Real dyed Coney trimmed 3-pc. cotton gabardine snow suit. Lashes. Socks, shoes. Shpg. wt., 3 lbs.
49 N 3127.....\$1.89

Mary and Her Lamb

95¢

- 17-inch size
- All composition
- Sleeping eyes
- Long lashes
- Blonde mohair ringlet curls

A value hard to equal elsewhere! The very same Mary of the nursery rhyme! The lamb at her side is celluloid and Mary herself is of durable composition. Pretty print dress, bonnet; undies, socks, shoes.
49 N 3406—Shpg. wt., 2 lbs..95¢

A Really Startling Value!

49¢

- First time below \$1.00!
- 16 in. tall—Lifelike sleeping eyes
- Tinted unbreakable metal head
- Soft huggable cotton stuffed body
- Tied, composition arms and legs

This is IT! The doll the kiddies have always wanted but you felt you couldn't afford. Offered NOW at a more than reasonable price! She's pretty as a picture and just as irresistible. All frilly and petite in her organdy, lace-trimmed bonnet and dress; white shoes and socks. Shipping weight, 1 pound.
49 N 3101.....49¢

Standing Girl

45¢

- 14½ inches tall
- Sleeping eyes
- All composition
- Jointed arms, legs

A play companion well worth double this price! The typical little "American" in her smart checked cotton dress and matching bonnet tied with ribbon streamers. She also wears undies, socks, and shoes. Shipping weight, 1 lb. 6 oz.
49 N 3401...45¢



"Drinks N-Wets" Doll

23¢

- All composition
- 9 inches tall
- Painted eyes

(A) Your money's worth and then some! Cotton flannel jacket and diaper. Bottle and nipple included.
49 N 3404—Shpg. wt., 10 oz.23¢

Big Value! Wee Girl!

23¢

- All composition
- 10 inches tall
- Turning, tilting head

(B) A BARGAIN too good to ignore! Pretty print dress, bonnet, undies, shoes, socks. Painted eyes.
49 N 3403—Shpg. wt., 8 oz.23¢

Topsy... At a Saving!

23¢

- 9 inches tall
- All composition
- Tilting head

(C) In cute printed rompers; and her three adorable pigtails are tied with pretty ribbons.
49 N 3405—Shpg. wt., 10 oz.23¢



Cute 13-inch Sweater Baby

45¢

She has all the features of a \$1.00 doll! Realistic painted sleeping eyes... all composition body... tilting head... and inside jointed arms and legs! You can take this cutie out in any weather. The coldest wintry wind couldn't possibly get through that lovely, warm brushed cotton suit and cap, which resembles angora. Those ten tiny toes are well covered in case she should kick off her blankets when "mother" isn't watching. And her tiny pink ears are snugly protected against Jack Frost's playful nips.
49 N 3402—Shipping weight, 1 lb.....45¢

8-Piece Doll Wardrobe

59¢

Answers all Milady's wants, and at very little expense. 3-piece snowsuit for dolly's Playtime... 1 short print dress for Afternoon wear... 1 long rayon dress and a slip for Partytime... and a 2-piece pair of cotton flannel pajamas to keep her snug and warm during Dreamtime! Especially designed for Sears. Packed in gift box. Shpg. wt., 10 oz.
49 N 3590—For dolls 12 to 13½ inches...59¢
49 N 3591—For dolls 14 to 15 inches...69¢
49 N 3592—For dolls 16 to 17 inches...79¢
49 N 3593—For dolls 18 to 19 inches...89¢
49 N 3594—For dolls 20 to 21 inches...98¢

2-in-1 Muff and Purse

89¢

She can carry dolly muff wherever she goes! She'll be tickled pink to own this combination muff and purse. The 10-inch muff keeps her hands snug and warm (see B), and the purse—with a real slide fastener (see A), holds all her feminine "must haves." Made of soft rayon plush that feels like short fur. Doll's head set in front of muff. Painted face and eyes. A big value at this extremely low price!
49 N 3597—Shipping weight, 10 oz.....89¢

◆ PAGE 65 DOLLS

Best Quality—Sears *Dorable* Dolls

- ✓ You Can't Buy a Finer Doll Anywhere
- ✓ Flirting, Rolling "Glass-Like" Eyes
- ✓ "Dorable" Dolls Wear Gorgeous Clothes
- ✓ Beautifully Made . . . Finest Details

New "Magic Touch" *Dorable* Baby

\$2⁹⁸

17-inch

- Most human of 'Dorable Dolls.
- Made to sell for \$2 more.
- "Magic-touch" arms and legs . . . kitten-soft to touch . . . almost like living babies.
- Rolling glass-like eyes; lashes.
- Crying voice, rosebud mouth.

\$4⁹⁸

20-inch

For the first time in history . . . and created exclusively for Sears. A unique process that makes these doll babies as near as possible to human babies! Your little daughter will gaze with wondering delight as her little fingers feel this baby's soft face. Magic touch rubber arms and legs with separated fingers and toes. Soft cotton filled baby . . . just made for huggin'! Fine quality lace-trimmed imported organdy dress with sweet ribbon rosettes. Beruffled bonnet to match, lacy slip, rubber panties, rayon socks, and cunning tied booties.

17-inch Beauty

Shipping wt., 2 lbs. 2 oz.

49 N 3165 \$2.98

20-inch Darling

Shipping wt., 3 lbs. 8 oz.

49 N 3166 \$4.98



21-in. Silk Coat Cutie

- \$4 value.
- Real silk Crepe de Chine coat and matching ruffled bonnet!
- Rolling enchanting glass-like eyes . . . long lashes.

\$2⁹⁸

She'll be thrilled when she finds this 21-inch "Dorable Baby". Cotton-filled body is so cuddly. When she lays her down, baby cries! Fine quality composition head, arms and legs. Rosy lips are parted to show rosebud mouth. Gorgeously dressed in a Real Silk Crepe de Chine coat trimmed with lace-edged collar. Matching ribbon tied bonnet with net insert. She also wears embroidered organdy dress, matching slip, rubber panties, rayon socks and teeny-weeny tied booties. Shipping weight, 3 lbs.

49 N 3168 \$2.98

Pretty-as-Can-Be

- Worth \$3.00 regularly.
- Rolling enchanting glass-like eyes . . . long sweeping lashes.
- 18-in. soft cotton filled body. Shaped to sit alone.

\$1⁹⁸

Such a demure baby . . . but don't let her fool you! She has a merry twinkle in those flirting eyes. Rosy lips are parted to form a cute rosebud mouth. She has dimpled knees, dimpled arms . . . a roguish dimple in her chin, too! Her composition head tilts and turns. She wears a dainty sheer organdy dress that's lace and rosebud trimmed and has a deep hem around a full circular skirt. Her matching bonnet is ribbon-tied, has an organdy insert. She wears a slip and pink rubber panties. Rayon socks and booties complete her ensemble. (Book not included.) Shpg. wt., 2 lbs. 4 oz.

49 N 3167 . . . \$1.98

Our Very Loveliest *Dorable* Baby! \$8 Value!

- Exquisite coat and bonnet of imported Crepe de chine.
- 25 inches tall . . . every bit as big as a real baby.
- There's a roguish glint in those shining magic glass-like rolling eyes with lashes. When she's tired, she sleeps.
- Finest quality double-sprayed composition head.
- 'Dorable baby is a rare combination of artistic styling, quality materials, and painstaking workmanship.

\$4⁷⁹

She tilts her head coquettishly . . . turns it around, too! Her soft, cotton-filled body (so shaped she sits alone) is made for lots 'n lots of lovin'. Composition dimpled arms and legs. Dressed in a fine imported Crepe coat trimmed with rows of fine lace. Matching ruffled bonnet is ribbon-tied . . . has net insert. She also wears a sheer organdy dress with panel of lace and real ribbon beading down the front, puffed sleeves; lacy slip. Adorable little panties, socks, booties. Shipping weight 5 pounds.

79 N 03169—\$8 Value 'Dorable Baby \$4.79

HAS SHE BEEN "EXTRA GOOD"? GIVE HER A BUGGY AND DOLL, TOO



Better—Two-Tone \$5 Size Fiber Buggy

- Holds Doll up to 23 inches.
- Metal bound body, Jacquard design.
- Adjustable hood with beauty roll.
- Foot brake—reclining back.
- Overall height, 29 inches.

Gaily decorated doll buggy for Dolly's daily outings. Colored Jacquard design. Adjustable hood with big knobs. Body and hood of new, narrow flat fiber. Open windows. Rubber push handle 26 3/4 inches high. New 7 1/2-in. metal wheels, 1/2-inch rubber tires. 19 3/4 x 9 1/2-inch body. Enameled Ivory and Buff. Doll not included.

79 N 08264—Mailable. Shipping weight, 12 lbs. . . . \$3.95

For Easy Terms,
See Page A,
Center of Book

\$3⁹⁵



Good—\$4 Two-Tone Fiber

- Holds 22-inch doll.
- Beauty-roll on hood.
- Reclining back—open streamlined windows.
- Body and hood of narrow, flat fiber, colored Jacquard design.

\$2⁹⁵

Built like expensive buggies! Adjustable hood has beauty-roll and nickel-plated knobs; top of body bound with metal. 6-inch stamped steel wheels, 1/4-inch rubber tires. Rubber push handle 24 1/4 inches high. 19 x 9 1/4-inch body, and hood enameled tan; ivory color undergearing. Shipping weight, 10 pounds. Mailable.

79 N 08263 \$2.95



Thrift—New Fiber Buggy

- Nicely shaped woven fiber hood and body.
- 6-in. rubber-tired steel wheels.
- Rubber grip handle, 22 1/2 inches high.
- Hood has superior wood dowel frame.

\$1⁸⁹

17x8-inch metal bound body, and hood of new fancy woven narrow flat fiber; colorful Jacquard design. Holds up to 18-inch doll. Enameled peach tan; undergearing in contrasting color. Shpg. wt., 7 lbs.

79 N 08262—Mailable \$1.89



\$1.50 Folding Buggy

- You save at least 1/3!
- Roomy 3-bow folding hood.
- Strong Metal frame folds flat, is enameled tan.
- Holds up to 20-inch dolly.

98^c

Body and hood of gaily colored cotton covert cloth. 5-inch, steel, spoke-type Ivory color wheels, 3/8-inch rubber tires. Handle 24 1/2 inches high, just right for "little mothers." Body, 17x8 1/2 inches. A real baby-buggy for Dolly! Folds compactly, see Sketch A. Mailable.

79 N 08201—Shpg. wt., 5 lbs. 98c



\$2.50 2-in-1 Stroller-Buggy

- Drop front for stroller style.
- Will hold up to 24-inch doll.
- Adjustable four-bow folding hood.
- Sun visor to shade dolly's face.
- Black metal frame folds up compactly.

\$1⁹⁸

She'll be proud of Dolly in this combination stroller and buggy! 21x10 1/2-inch body and hood of colorful cotton covert cloth. 5 1/4-inch Ivory color steel spoke wheels, 1/2-inch rubber tires. Plated hub caps. Handle 27 1/2 inches high. Folds compactly; has drop-front like big strollers, see A and B. Mailable.

79 N 08202—Shpg. wt., 9 lbs. \$1.98



New Pram Style Folding Buggy

- Worth \$4.50 — an amazing value!
- Four-bow folding hood with visor.
- Artificial leather body and hood.
- Holds up to 26-inch dollies.
- Popular maroon color with white stitching.
- Enameled metal frame, folds flat, see A at left.

\$2⁹⁸

Little mothers will be proud to take dolly for airings in this beautiful carriage. Body is 23 1/2 x 11 1/2 inches. Handle, 28 1/2 in. high; 6-in. metal wheels, enameled white; 3/8-in. rubber tires. Doll not included.

79 N 08213—Mailable. Shipping weight, 12 lbs. \$2.98



LET'S PLAY HOUSE



NEW!
\$3.00 Value!
\$1.98

3-in-1 Set . . . Trunk—Sewing Machine—Doll

- Airplane type wood frame trunk with pull-out drawer.
- All composition doll, 12½ in. high, in cotton play suit.
- \$1.25 value sewing machine, operated by hand, with needle, thread and cloth. Machine is 7 in. high; 8x5-in. base.

Everything the "Little Seamstress" needs! Just imagine the fun! You actually plan, lay out, cut and sew your new Dolly's outfit. The wooden frame trunk, 13¼x8¼x8¼ inches, is covered with fabric-like paper and has 4 hotel labels. With snap to close trunk and carrying handle. Convenient pull-out drawer. Wood clamp holds the sewing machine in place. You'll like sewing for the pretty painted-eye doll . . . she's a shy little girl with jointed arms and legs; all composition. Printed material, pattern, sewing machine clamp, and easy-to-follow directions in drawer.

49 N 2005—Shipping weight, 5 pounds 8 ounces. \$1.98

Cabinet with 19-Pc. Sewing Set

49c

- Good-looking portable cabinet, size, 8¼x5¼x8¼ in. overall.
- Contains simple, attractive, easy-to-follow sewing designs.

Everything she needs to "sew a fine seam" . . . whether for Dolly or for herself! A thrill for youngsters. Cabinet made of non-warping sturdy pressed wood. Has lovely picture on side. Hinged lids. Contains 7 dresses for Dolly in smart new styles, 5 kerchiefs to be embroidered, wood embroidery hoop, 3 skeins of floss, package of needles, pair of scissors, thimble.

49 N 3826—Shipping weight, 1 lb. 8 oz. 49c



24-Pc. Laundry Set with Washing Machine

89c

Washing machine alone worth 75c! Children can actually see the rotating vacuum cups in motion. They go "round and up and down. No other quite like it! 10-in. washer with adjustable rubber roller wringer that can be used in 3 positions. And there's everything you need to wash, dry and iron Dolly's clothes! Revolving clothes reel, 9½ in. high; 16 wood clothespins; iron; 12-inch ironing board.

79 N 01715—24-Piece Laundry Set. Shpg. wt., 4 lbs. 89c

Adjustable Ironing Board

47c

She'll love it to keep her "children" fresh and clean. Ironing surface, 30x7¼ in., constructed of durable, select, seasoned natural finish wood. Legs enameled red. Can adjust to 20 or 22 inches high.

79 N 01776—Shpg. wt., 2 lbs. 8 oz. 47c

Toy Sewing Machine

98c

Worth at least \$1.25! Make lots of clothes for your doll on this grand little sewing machine. Attractive, easy to run. Clamp and thread included. Size, 8x7x5 in. . . . the right size for beginners.

49 N 2001—Shpg. wt., 1 lb. 12 oz. 98c



Modern Metal Doll House with 14 Pcs. Furniture

69c

Overall, 17x11 inches . . . lots of room in which to play house with your Dolly! Pretty 4-room bungalow with colorful awnings, arched doorway . . . at the side of "lawn" is the Garage, 5½x3½x2½ in. . . with a driveway for the little Auto to park on. Set up on metal base. Removable roof on bungalow lets you rearrange the furniture . . . easily, conveniently . . . see (A) above. Metal sofa, 2 tables, lamp, 3 arm chairs, easy chair, 2 beds, table, vanity table, chest, piano. Shpg. wt., 3 lbs. 3 oz.

68 • SEARS, ROEBUCK AND CO. ♦ 49 N 2148 69c



Mrs. Potts Iron

39c

Sad iron to press Dolly's clothes! Just the gift for domestic little girls. Easy to heat, efficient. Made of cast iron, then nickel plated, polished. Easily detachable enameled wood handle. Accompanying stand for iron when not being used. Overall size of iron, 4¼ in. long.

49 N 1788—Shpg. wt., 1 lb. 8 oz. 39c



Toy Electric Iron

85c

About 100 watts. Approved by Underwriters' Laboratories. Streamlined design; lustrous chrome plated finish; black enameled handle. 6½ in. overall. For 110-volt A.C. or D.C. Thousands of travelers use this iron! And it makes a delightful, useful toy for youngsters!

49 N 1787—Shpg. wt., 1 lb. 6 oz. 85c

Sears Easy Payments

Make Christmas Giving Easier

All Merchandise in This or Any Other
Sears Catalog May be Bought on Easy
Terms on Orders of \$10 or More!

BUY NOW while merchandise assortments are complete . . . PAY LATER on Sears Easy Payment Plan. Don't let those budget worries bother you! It's so easy to buy that electric train Junior wants . . . the doll Sister has been asking for . . . a swell Silvertone radio for the whole family, gifts for everybody. You can buy anything in this Christmas book or any other Sears catalog on Easy Terms in orders of \$10 or more. Sears make it convenient for you to buy—on Sears Easy Payment Plan.

The Table of Easy Terms below shows how much you can buy for any given monthly payment. For example, a \$30.01 order requires a \$5 monthly payment, but you may purchase additional items and increase your order to \$57.50 with the same \$5 monthly payment. Take full advantage of this arrangement.

HOW TO ORDER ON EASY TERMS

Simply list the items you wish to buy on the Easy Payment side of any Sears order blank. Be sure your order totals \$10 or more. Total the cash prices and refer to the Table of Terms below to determine deposit and monthly payments. Answer questions on blank, sign the application, enclose deposit, and mail order to Sears.

If Cash Price of Order Amounts to	Add as Carrying Charge	Send With Order	Amount Payable Monthly
\$10.00 to \$11.00	\$1.00	\$2 ⁰⁰	\$2 ⁰⁰
11.01 to 12.00	1.00		
12.01 to 13.00	1.05		
13.01 to 14.00	1.15		
14.01 to 15.00	1.25		
15.01 to 16.00	1.35	\$2 ⁵⁰	\$3 ⁰⁰
16.01 to 17.00	1.45		
17.01 to 18.00	1.50		
18.01 to 19.00	1.60		
19.01 to 20.00	1.70		
20.01 to 21.00	1.80	\$3 ⁰⁰	\$4 ⁰⁰
21.01 to 22.00	1.90		
22.01 to 24.00	2.00		
24.01 to 26.00	2.20		
26.01 to 28.00	2.40		
28.01 to 30.00	2.60	\$4 ⁰⁰	\$5 ⁰⁰
30.01 to 32.00	2.70		
32.01 to 34.00	2.90		
34.01 to 36.00	3.10		
36.01 to 38.00	3.30		
38.01 to 40.00	3.50	\$5 ⁰⁰	\$5 ⁰⁰
40.01 to 42.50	3.65		
42.51 to 45.00	3.90		
45.01 to 47.50	4.15		
47.51 to 50.00	4.40		
50.01 to 52.50	4.65	\$6 ⁰⁰	\$6 ⁰⁰
52.51 to 55.00	4.90		
55.01 to 57.50	5.15		
57.51 to 60.00	5.30		
60.01 to 65.00	5.65		
65.01 to 70.00	6.15	\$7 ⁰⁰	\$7 ⁰⁰
70.01 to 75.00	6.55		
75.01 to 80.00	7.05		
80.01 to 85.00	7.55		
85.01 to 90.00	7.95	\$8 ⁰⁰	\$8 ⁰⁰
90.01 to 95.00	8.45		
95.01 to 100.00	8.95		
100.01 to 110.00	9.50		
110.01 to 120.00	10.50	\$10 ⁰⁰	\$9 ⁰⁰
120.01 to 130.00	11.50		
130.01 to 140.00	12.25		
140.01 to 150.00	13.25		
150.01 to 160.00	14.25	\$12 ⁵⁰	\$10 ⁰⁰
160.01 to 170.00	15.00		
170.01 to 180.00	16.00		
180.01 to 190.00	16.70		
190.01 to 200.00	17.70		

Write for Terms on Orders Over \$200



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SPECIAL GIFTS
PAGES D TO G

◆ PAGE A

WE GUARANTEE TO SAVE YOU MONEY... TO SATISFY YOU PERFECTLY

We guarantee that every article in this catalog is honestly described and illustrated.
We guarantee that any article purchased from us will give you the service you have a right to expect.
If for any reason whatever you are not satisfied with any article purchased from us, we want you to return it to us at our expense. We will then exchange it for exactly what you want, or will return your money, including any transportation charges you have paid.

SEARS, ROEBUCK AND CO.

No Stronger Guarantee Was Ever Written . . .

It's the EASIEST Thing in the World to Buy from Sears-Roebuck's Catalogs...

Follow These Five Easy Steps

1 Write or print your full name and address plainly, making sure—if you live on a rural route—that your box and route number is included. It is important that your signature is exactly the same each time you order. We can give you faster, more efficient service on all orders if every member of your household will order under one name.

2 Tell us the catalog number, quantity desired, name of each individual article wanted, color, size, price, shipping weight and any other information requested. If you order on plain paper, be sure to give us just as complete and detailed information as if you were using a regular order blank. Check your order and see that all specifications are accurate before mailing.

3 State measurements requested in merchandise descriptions. When ordering clothing, measure correctly to insure proper fit and absolute satisfaction. Be sure to give color and size wherever necessary. If you haven't a tape measure we will gladly send you one FREE!

4 Total the shipping weights and change ounces to full pounds (16 ounces to a pound). If your order is to be sent by Parcel Post, consult rate table and information at right. *Include money for postage with your order.* If you send too much money every cent extra will be promptly returned to you. For freight or express rates, see Sears Big Catalog or your local station agent or write to our Personal Service Department.

5 It is best to send money by money order or check, whether you are buying for cash or on Easy Payment Terms. Your mail carrier will be glad to buy a money order for you if you live on a rural route. See Page A for complete information on Sears Convenient Easy Payment Plan.

PARCEL POST RATES

Add the shipping weights of your order and change ounces to full pounds (16 ounces to a pound). See table below for amount of postage to include; if your order weighs 25 lbs. and you live in Zone 3, postage will be 57c. If you send too much, every cent extra will be returned. Your Mail carrier can tell you your zone.

Shipping Weight	Local Zone	Zones 1 and 2 Not Over 150 Miles	Zone 3 151 to 300 Miles	Zone 4 301 to 600 Miles	Zone 5 601 to 1,000 Miles
2 oz. or less.....	1½c	1½c	1½c	1½c	1½c
3 or 4 oz.....	3c	3c	3c	3c	3c
5 or 6 oz.....	4½c	4½c	4½c	4½c	4½c
7 or 8 oz.....	6c	6c	6c	6c	6c
9 oz. to 1 lb.....	7c	8c	9c	10c	11c
1 lb. 1 oz. to 2 lbs.....	8c	10c	11c	14c	17c
2 lbs. 1 oz. to 3 lbs.....	8c	11c	13c	17c	22c
3 lbs. 1 oz. to 4 lbs.....	9c	12c	15c	21c	27c
4 lbs. 1 oz. to 5 lbs.....	9c	13c	17c	24c	33c
5 lbs. 1 oz. to 6 lbs.....	10c	14c	19c	28c	38c
6 lbs. 1 oz. to 7 lbs.....	10c	15c	21c	31c	43c
7 lbs. 1 oz. to 8 lbs.....	11c	16c	23c	35c	49c
8 lbs. 1 oz. to 9 lbs.....	11c	17c	25c	38c	54c
9 lbs. 1 oz. to 10 lbs.....	12c	18c	27c	42c	59c
10 lbs. 1 oz. to 11 lbs.....	12c	19c	29c	45c	64c
11 lbs. 1 oz. to 12 lbs.....	13c	21c	31c	49c	70c
12 lbs. 1 oz. to 13 lbs.....	13c	22c	33c	52c	75c
13 lbs. 1 oz. to 14 lbs.....	14c	23c	35c	56c	80c
14 lbs. 1 oz. to 15 lbs.....	14c	24c	37c	59c	86c
15 lbs. 1 oz. to 16 lbs.....	15c	25c	39c	63c	91c
16 lbs. 1 oz. to 17 lbs.....	15c	26c	41c	66c	96c
17 lbs. 1 oz. to 18 lbs.....	16c	27c	43c	70c	\$1.02
18 lbs. 1 oz. to 19 lbs.....	16c	28c	45c	73c	1.07
19 lbs. 1 oz. to 20 lbs.....	17c	29c	47c	77c	1.12
20 lbs. 1 oz. to 21 lbs.....	17c	30c	49c	80c	1.17
21 lbs. 1 oz. to 22 lbs.....	18c	32c	51c	84c	1.23
22 lbs. 1 oz. to 23 lbs.....	18c	33c	53c	87c	1.28
23 lbs. 1 oz. to 24 lbs.....	19c	34c	55c	91c	1.33
24 lbs. 1 oz. to 25 lbs.....	19c	35c	57c	94c	1.39
30 lbs.....	22c	40c	67c	\$1.12	1.65
35 lbs.....	24c	46c	77c	1.29	1.92
40 lbs.....	27c	51c	87c	1.47	2.18
45 lbs.....	29c	57c	97c	1.64	2.45
50 lbs.....	32c	62c	\$1.07	1.82	2.71
55 lbs.....	34c	68c	1.17	1.99	2.98
60 lbs.....	37c	73c	1.27	2.17	3.24
65 lbs.....	39c	79c	1.37	2.34	3.51
70 lbs.....	42c	84c	1.47	2.52	3.77



Sears Merchandise Certificate Books

Make Ideal Christmas Gifts

**Let Them Choose Their Own Gifts
from Any Sears Catalog or Retail Store**

Have you an uncle who—try as you may—always manages to have three or four of whatever you may give him? Have you an aunt who never fails to rave over your “lovely” gift and then months after Christmas tells you *what she really wanted*? Have you certain friends who keep you “up a tree” when birthday, anniversary and holiday giving rolls around? Well, this year stop fretting and ACT! Solve your problems the Sears way—Buy MERCHANDISE CERTIFICATES . . . Ideal for those who would prefer to make their own selection of merchandise. Not cash BUT AS GOOD AS CASH and can be used in any of Sears mail order houses, retail stores, order offices and agencies conveniently located all over the country.

But keeping you out of Christmas jams is not the ONLY advantage of these MERCHANDISE CERTIFICATES. They are year-round conveniences that can be put to a hundred uses . . . for anniversaries, bridge club and party prizes, for the youngsters when they go away to school, to use like cash with mail order or retail purchases, or for those little money-emergencies that occur in the best of budgeted households.

So easy to buy, so easy to use. Take full advantage of this new nation-wide Sears service and stock up for that rainy day the CERTIFICATE WAY. Be penny wise and order a supply for friends, relatives and yourself WITHOUT DELAY. They'll never forget it.

Merchandise certificates are in denominations of \$1 each. Books may be purchased containing as many certificates as you wish. Simply tell us how many certificates you want—and the quantity you would like in each book. For example: \$10 worth of certificates may be divided into—One \$5 book—Two \$2 books—One \$1 book.

Buy Sears Certificate Books for Cash or on SEARS EASY TERMS

Only \$2 Down	for \$10 to \$17 Worth
Only 3 Down	for 22 to 30 Worth
Only 4 Down	for 30 to 40 Worth
Only 8 Down	for 85 to 100 Worth

You may, of course, buy less than \$10 worth of certificates on Sears Easy Terms when included with your merchandise order. For example: \$5 worth of certificates and \$5 worth of merchandise. See Table of Terms on Page A.

Put up in attractive book covers. If you desire to have mailed as gifts to other persons we will send the merchandise books, postpaid, in gift envelope with gift card enclosed. Print name and address clearly, of persons receiving Certificates. Order by catalog number:

171 N 01—Merchandise Certificate, State quantity and number wanted in each book.
Postpaid each \$1.00
Not Subject to State Sales Tax when purchased.

**This Christmas Book Is Sent to You Early
so You Can Shop Early and Leisurely . . .
KEEP IT SAFE—KEEP IT HANDY—USE IT OFTEN**

November Specials

TO REWARD EARLY SHOPPERS

Every Item on These Two Pages Is a Special Value at \$1.00 Each. But to Induce You to Order Early Before the Christmas Rush Starts, We're Offering You Your Choice at Only **89¢** Until Nov. 30th.



Night and Day Necklace

89¢
Before Nov. 30

Three presents in one! Three strands matched simulated pearls. Can be worn as 17-in. necklace with matching bracelet, or by clasping the two pieces together it makes 24-in. necklace with two square rhinestone clasps. In gift box.

4 N 3859—Shpg. wt., 5 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

12-In. Doll, 14-Pc. Layette in Kit

89¢
Before Nov. 30

- \$1.50 Value. You save 33%.
- 12-in. "Drinks-N-Wets" composition doll. Turning, tilting head.
- Wood frame O'nite case, 14½x11x4 in. Fill up her glass nursing bottle with the red nipple, she'll drink and wet her diaper. Inside elastic jointed arms and legs; Paper covered case; Organdy dress, matching bonnet, 3 diapers, soap, sponge, 2 clothes-pins, etc.

49 N 3517—Shipping weight, 2 pounds 12 ounces.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Sweetheart Locket

89¢
Before Nov. 30

A gift for Her... the truest expression of sentiment, a sweetheart locket. Flower design in a rich gold color heart shaped locket. Size: 1x1½ in., 18-inch chain. A really appropriate gift.

4 N 3639—Shpg. wt., 3 oz.
Price Before Nov. 30.....89¢
Price After Nov. 30.....\$1.00

Camera and Film

89¢
Before Nov. 30

Eastman's \$1.00 camera with Marvelpan regular 26c film included! Baby Brownie has compact molded body, size 3x2½x2½ in. Takes 8 pictures 1½x2½ in. to roll. No focusing. Folding eye level view finder.

3 N 6416—Shpg. wt., 12 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Sturdy Roller Skates

89¢
Before Nov. 30

Especially designed for this page of Christmas Bargains! 16 full steel ball bearings in each self contained heavy duty steel wheel, leather straps and high steel backs. Adjust from 7¼ to 10¼ in.

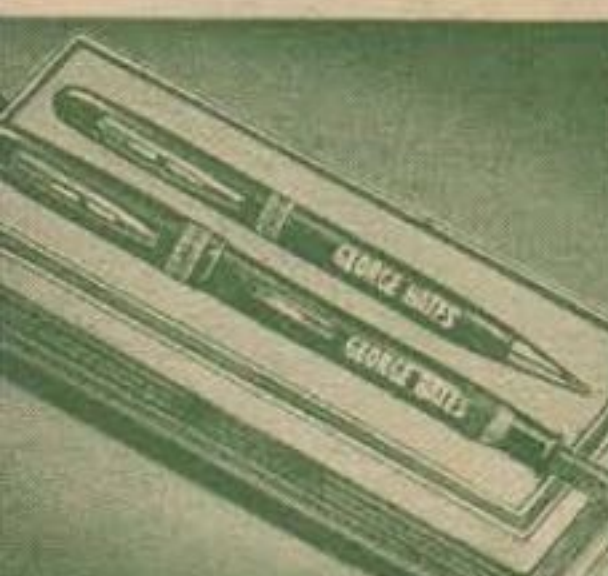
6 N 1110—Pr. Shpg. wt., 3 lbs. 12 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Table and Chair Set

89¢
Before Nov. 30

Worth \$1.50! Ivory color and red table, with two red chairs. For junior tea parties! Table top of 3-ply wood, size 16x14 in. Height adjustable from 14½ to 16½ in. 8x7-in. chair seats, ¾ in. thick. Height overall, 15¼ in.

79 N 08510—Shpg. wt., 8 lbs.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Pen and Pencil Set

89¢
Before Nov. 30

"Trupoint." Gold plated pen with iridium tip. Ink window. State Color: Green, Gray, Wine or Black. Your name stamped in gold. Print name. Wt., 4 oz.

3 N 8080—Men's Set Ea.
3 N 8081—Women's Set Ea.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Essence of Knowledge

89¢
Before Nov. 30

FivesmartCo-eds in black caps, gowns. The perfume ladies are—Miss Apple Blossom, Miss Sweet Pea, Miss Lilac, Miss Orchid, Miss Gardenia. Diploma included. Gift Box.

8 N 9754—Shpg. wt., 1 lb.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Little Girls' Locket

89¢
Before Nov. 30

A heart shaped locket for her favorite pictures! Lustrous 1/20 12-K yellow gold filled locket with a delicate 13-inch chain to match. A fresh and lovely flower design engraved in the center. Shpg. wt., 3 ounces.

4 N 4424—Locket
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

89¢

Before Nov. 30

3-Piece Indian Suit
Headdress with brightly colored feathers... lace-decorated coat and pants of khaki cotton drill. Sizes: 2, 4, 6, 8, 10. State size.

40 N 4372—Shpg. wt., 1 lb. 1 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

ANY ITEM ON THESE TWO PAGES

89¢ \$1.00

Until Nov. 30th

After Nov. 30th

Any orders postmarked Nov. 30th or before will be filled at this special low 89¢ price.



Be Patriotic!

89¢

Before Nov. 30

\$1.50 value. Reliable Ingraham pocket watch and genuine gold plated fob with Liberty Bell in enameled colors. Nickel plated case, metal dial with raised gilt numerals, unbreakable crystal. Runs 30 hours. Shpg. wt., 4 oz.
4 N 1707—Watch and Fob.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Capeskin Gloves for Men

89¢

Before Nov. 30

\$1.39 Any Place But Sears! Heavy rolled top and hand-effect serpentine stitched back! Imported pig-grained leather, chrome tanned for softness. Full outseam sewn...no inside seams. Slip-on style. Unlined.
Colors: Cork, Gray or Black. Half Sizes: 7½ to 10½. Shpg. wt., pr., 5 oz.
33 N 4013—State size and color
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Poker Rack with Chips

89¢

Before Nov. 30

You'd expect to pay at least \$1.39! Oblong rack, with smooth rounded corners. Beautifully grained gumwood, Catalin handle. 100 wood chips—quiet and practically unbreakable in play. Spaces for 2 decks of cards, (not incl.)
3 N 6938—Shpg. wt., 2 lbs. 2 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00

Don Gray Wallet

89¢

Before Nov. 30

Handsome Brown Steerhide...embossed in hand-tooled effects—a real \$1.50 value. Secret pocket when removed can be used as thin dress wallet. Zipper pocket. Size closed: 3½x4½ in. Name stamped in gold. Print name.
18 N 2427—Shpg. wt., 8 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Set—a \$1.50 Value!

89¢

Before Nov. 30

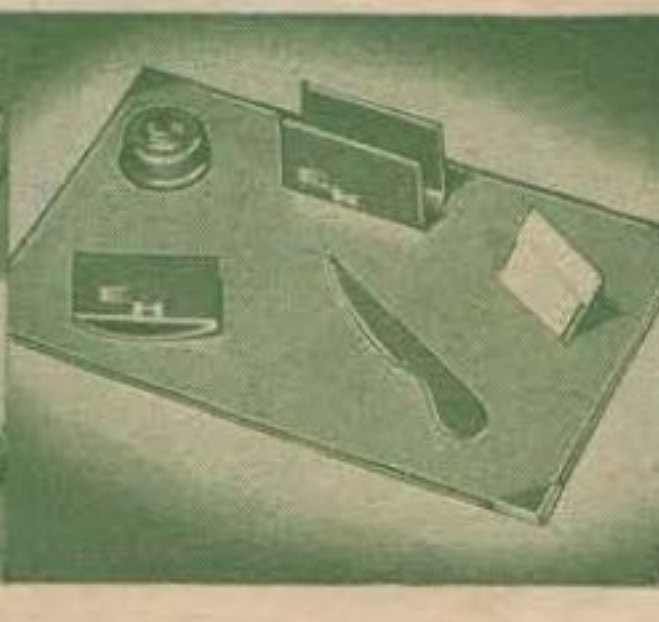
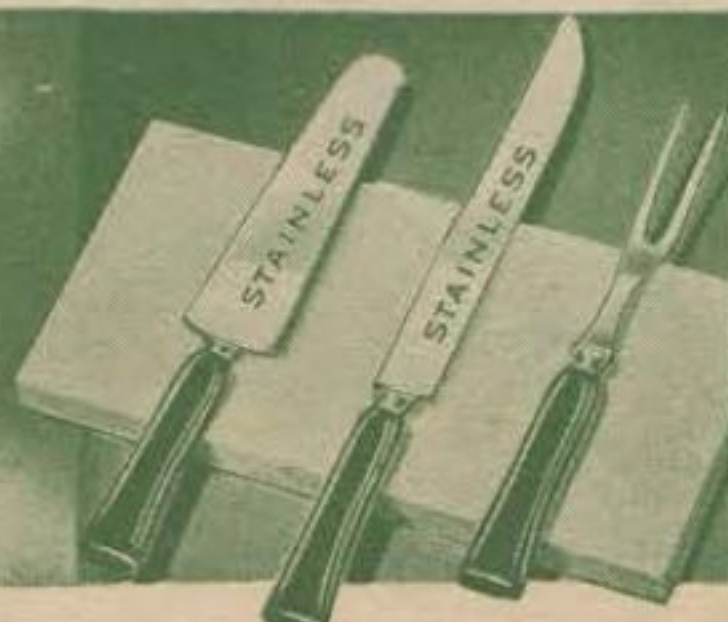
Buckle of sterling silver or rich yellow gold plate. Hand engraved initial that makes it really personal. Sturdy 1-in. black bridle cowhide belt, sizes 30 to 44. State size; print initial. Shpg. wt., 11 oz.
4 N 05468—Sterling
4 N 05469—Gold Plate
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Fitted Clothes Brush

89¢

Before Nov. 30

Top of this handy cloth brush is of genuine walrus grained leather and contains tubes of Brushless Shave Cream, Dental Cream, Tooth Brush, Razor, Comb, steel Nail File. Zip slide fastener. Black only. Size: 6½x2½x2 in.
8 N 9757—Shpg. wt., 9 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00



Metal Smoker

89¢

Before Nov. 30

A shining value! Bright with nickel trim. Finished in washable, baked-on Black or Walnut enamel. Has fumeless and smokeless ash receiver. Carrying handle. Tray is 13 in. in diam. (Ht., 18½ in.; with handle up, 21½ in. State color.)
1 N 4899—Shpg. wt., 5 lbs.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00

3-Piece Carving Set

89¢

Before Nov. 30

A \$1.95 value anywhere! You'll be proud to offer it as a gift! Knife has heavy, fully ground, sharp, 8-in. stainless steel blade. Stainless steel spatula. Stainless steel fork. Simulated horn handles. Gift box. Shpg. wt., 1 lb.
9 N 9725—3-piece Set
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00

6-Piece Desk Set

89¢

Before Nov. 30

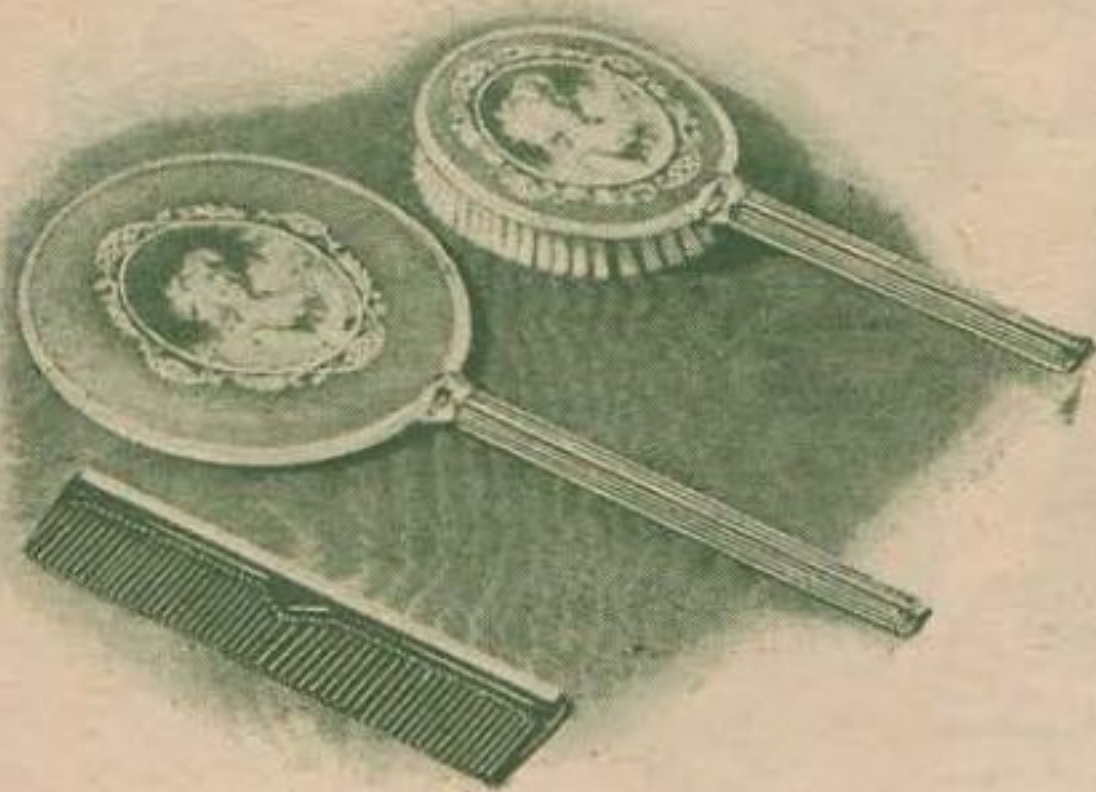
Initialed! Bronze color metal, Gold color metal initials. Inkwell, letter rack, perpetual calendar, letter opener, roll blotter, and 19½x12½ in. pad, blotter. Print initials.
25 N 9542—Shpg. wt., 1 lb. 4 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00

Adjustable Mirror

89¢

Before Nov. 30

Ideal for shaving or makeup. Has a two-way adjustment (see diagram) and heavily weighted base; won't tip. Base has felt pad. Diameter, of mirror, 7¾ in.
8 N 9756—Shpg. wt., 2 lbs. 10 oz.
Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30....\$1.00



3-Piece Dresser Set Lovely Enamel-Effect Finish

89c

Before
Nov. 30

You'd pay up to \$2.00 elsewhere. An attractive ensemble to quickly transform her dressing table into a true realm of beauty and charm. The picture of the lovely lady on hand mirror and brush enhance the beauty of the set.

Your choice of Eggshell, Peach, or Blue in lovely shaded effects. Gold color metal trim. **State color.** 8 N 9949—Shpg. wt., 1 lb. 12 oz.

Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



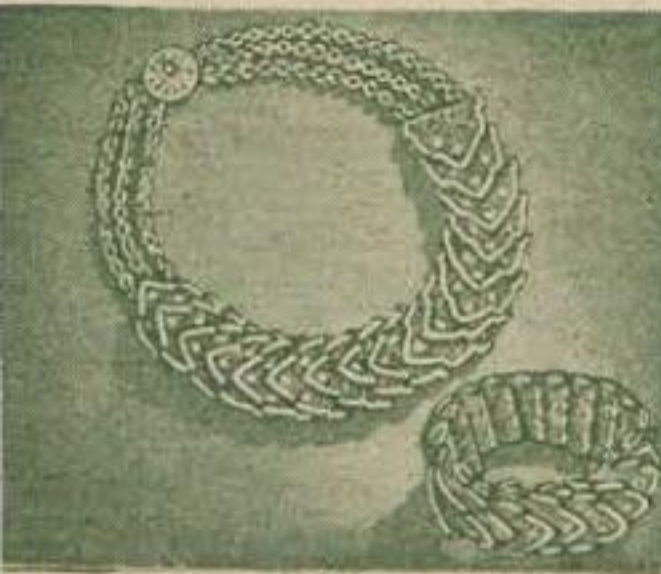
Aromatic Chest With Stationery

89c

Before
Nov. 30

The genuine Tennessee red cedar is polished to a mirror-like gloss. Lock and key. 24 flat sheets, 9 1/4 x 6 3/4 inches and 24 envelopes, 6 3/4 x 3 3/4 inches. Overall size, 10 1/2 x 8 x 4 1/4 inches.

3 N 3125—Shpg. wt., 3 lbs.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



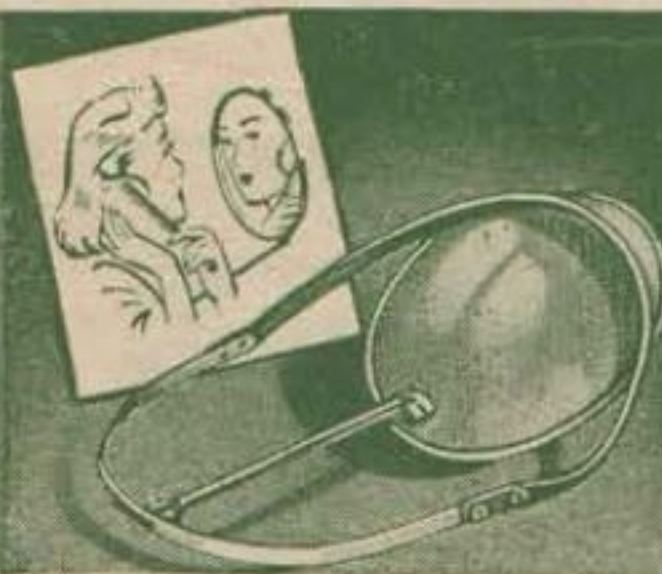
Collar Necklace

89c

Before
Nov. 30

An altogether new and very smart costume jewelry trend. Overlapping lili-greed leaves of alternate yellow gold, silver and copper color metal. Save! Buy before Nov. 30th. Shipping weight, 6 ounces.

4 N 3640—Necklace, Each.
4 N 3641—Bracelet, Each.
Sale Price Before Nov. 30...89c
Sale Price After Nov. 30...\$1.00



"Hands-Free" Mirror

89c

Before
Nov. 30

Sells for \$1.29 in our Big Catalog. Convenient. Hang it around neck by the strap. Both hands are free to apply make-up or fix hair. Men find it handy for shaving. Adjustable to any angle. About 5 1/4 in. diam., glass mirror.

8 N 1154—Shipping weight, 1 pound 11 ounces.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



10-Pc. Ann Barton Set

89c

Before
Nov. 30

Dubonnet color genuine leather case rayon lined. Contains: Ann Barton Polish, Polish Remover, Cuticle Remover, Manicure Scissors, Emery Board, Nail File, Cuticle Pusher, Nail cleaner, Orange-wood Stick and Cotton. Size closed, 5 1/2 x 3 x 2 inches.

8 N 9752—Shpg. wt., 1 lb. 4 oz.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Hour Glass Perfumes

89c

Before
Nov. 30

"The Perfume of the Hour." 2 up-to-the-minute odors for Milady's daytime and evening use. Clever bottles which look like sand glasses contain delicate "Morning Mist" and "Evening Mood" perfumes. Brass stand. Perfume by Karoff. In box.

8 N 9753—Shpg. wt., 1 lb.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Leisure Lover

89c

Before
Nov. 30

Soft capeskin slippers — A bright gift idea. Padded leather soles.

Women's Sizes 3 to 9 in D (medium wide) width. No half sizes. **State size.** Shpg. wt., 12 oz.
15 N 93675—Red, Pair
15 N 93676—Blue, Pair
Sale Price Before Nov. 30...89c
Sale Price After Nov. 30...\$1.00



Wrisley Bath Set

89c

Before
Nov. 30

This beautiful Wrisley set contains cologne and bath powder in your choice of Apple Blossom or Gardenia odors. Cologne in spun glass-effect bottle. Bath powder cylinder covered with lustrous moire ribbon. **State odor.**

8 N 9755—Shpg. wt., 2 lbs. 8 oz.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Lovely Compacts

89c

Before
Nov. 30

Two stunning single compacts made by Elgin American. Round, (A) is 3-in. in diam., softly burnished silver-plate. "Snuff Box," (B) has flower decorated genuine cloisonne front, black enamel back, gold color trim. 2-in. square. \$2.00 Values. Shpg. wt., 5 oz.

(A) 4 N 4609—Round, Ea.
(B) 4 N 4610—Square, Ea.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00



Real Leather Bible

89c

Before
Nov. 30

Words of Christ clearly printed in Red. An outstanding gift. Rich, overlapping genuine leather binding. Also has 15 lovely sepia (brown) illustrations. Small, clear self-pronouncing type. 1046 pages, size 4 x 6 3/4 in. An ideal King James Text Bible. Name in gold on cover. Print name.

3 N 2808—Postpaid.
Sale Price Before Nov. 30.....89c
Sale Price After Nov. 30.....\$1.00

ANY ITEM ON THESE TWO PAGES

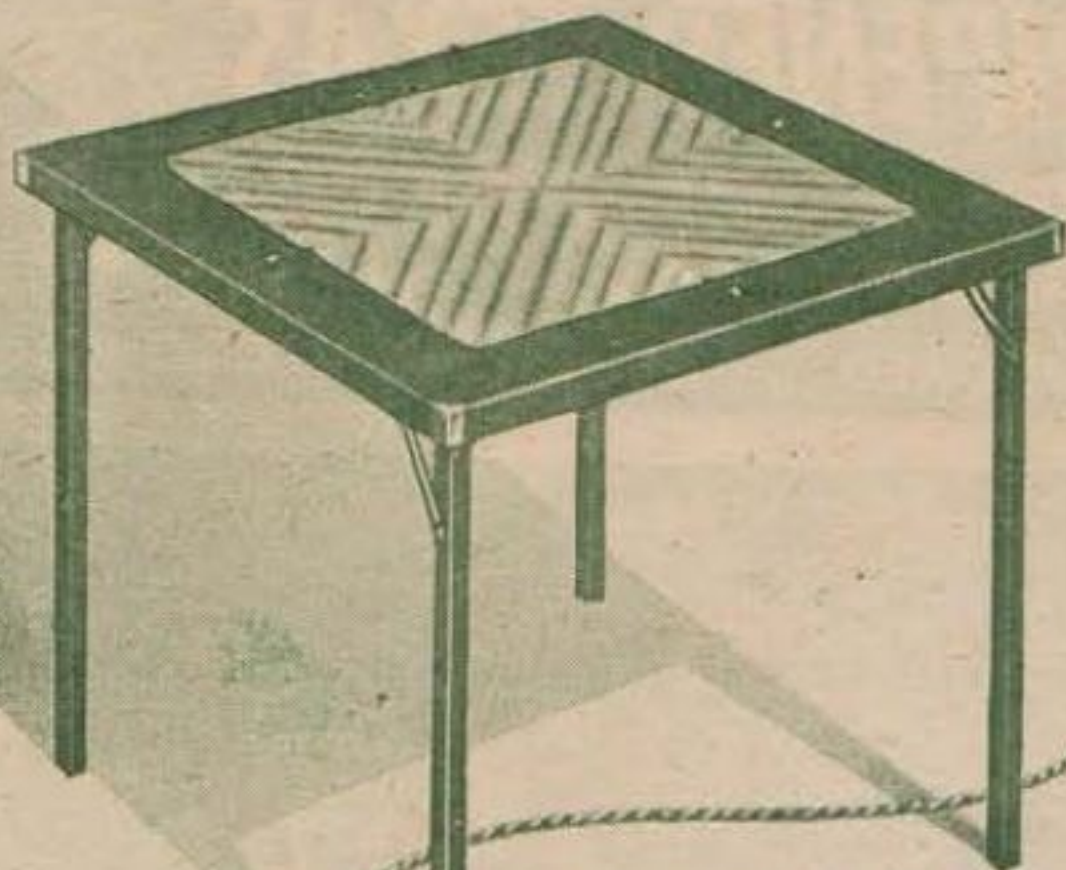
89¢

Until
Nov. 30th

\$1.00

After Nov. 30th

Any orders post-
marked Nov. 30th
or before will be
filled at this special
low 89¢ price.



Worth Fully \$1.59

89¢

Before
Nov. 30

Top is lithographed—
modern inlay wood grain
effect in soft, two-tone
walnut color. Alcohol and
water resistant! Sturdy
wood frame, well braced.
Fluted legs reinforced with steel.
Top, 28 3/4 x 28 3/4 in. Mailable.

1 N 04811—Shpg. wt., 8 lbs.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Hostess and Relish Tray

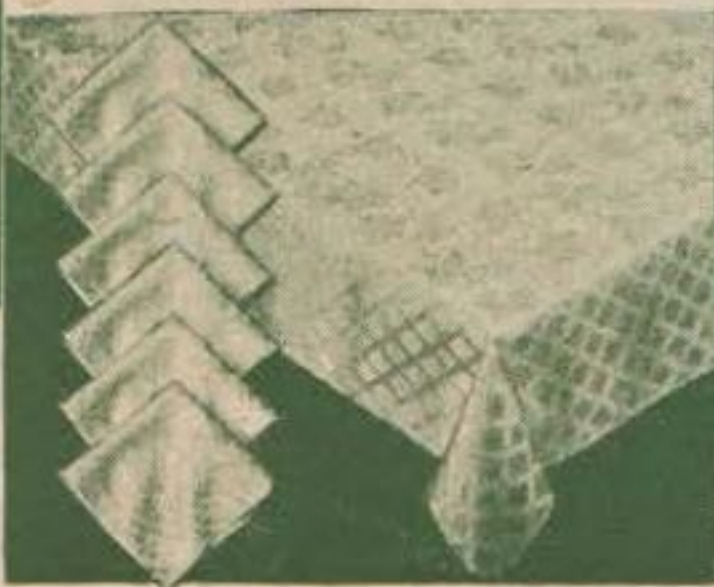
89¢

Before
Nov. 30

A brilliant Chromium plated tray with
two sparkling, removable glass relish
dishes. Separately the 17 1/2 inch tray
may be used for cake or sandwiches,
the glass dishes for individual cheese
and cracker service. Worth \$1.59.

4 N 8211—Shpg. wt., 4 lbs.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



7-Piece Damask Set

89¢

Before
Nov. 30

Cotton and rayon
damask sets, \$1.49
value! Boxed.
Hemmed. Japan-
ese imports. Cloth,
about 50x66 inches;

six napkins, about 12x12 inches.
Save! Buy before Nov. 30th.
Colors: Eggshell, Gold or Green.
State color.

125 N 7707—Shipping weight,
2 pounds 4 ounces.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

A Real \$1.50 Value

89¢

Before
Nov. 30

Price was \$1.29 for
Ingraham smart
looking Sentry al-
arm. A reliable
movement, modern
metal case enam-
eled in either black, ivory or
rich brown. 5 in. high. Shut-
off button on back. Enclosed
bell alarm. 30-hour movement.

State color.
4 N 8509—Shpg. wt., 2 lbs.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



8-Piece Console Set

89¢

Before
Nov. 30

A real \$1.79 value!
Includes: large (12-
in. diam.) molded
crystal glass flower
bowl; 2 double can-
dleholders, 4 1/2 in.

high; large, pastel-colored float-
ing water-lily candle and four
10-in. hand dipped dinner can-
dles. 8 piece set.

25 N 9625—Shipping weight, 6
pounds.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

Delicacy Basket

89¢

Before
Nov. 30

Contains 6 as-
sorted jars of pre-
serves—straw-
berry, peach,
raspberry, pine-
apple, port wine
and orange marmalade. Also
stuffed dates, figs, fruit filled
candy, 1/4 pound fancy assort-
ed nuts. No peanuts.

8 N 7889—Shipping weight,
3 pounds 14 ounces.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Cotton Lace Cloth

89¢

Before
Nov. 30

Only 89¢, if you buy
before Nov. 30th—
after that, it's a
dollar! Lovely, 7-
point cotton lace
cloth to make your
holiday dinner festive! Beauti-
ful, Eighteenth Century design
... exclusive with Sears! Neat-
ly hemmed. Light ecru color.
56x80 inch size. Boxed.

125 N 7929—Shipping weight,
1 pound 13 ounces.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Gorgeous Cases

89¢

Before
Nov. 30

Before Nov. 30th,
only 89¢! After...
one dollar! Chinese
imports... scarce
as hen's teeth these
days. Actually
worth \$1.39 because of the elab-
orate, Madeira-type, hand em-
broidery. All white cotton
cases with blue-white embroi-
dery. About 21x33 inches.
Boxed. Asst. patterns.

125 N 7987—Shpg. wt., 1 lb. 2 oz.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Oil Silk Covers

89¢

Before
Nov. 30

Extra heavy, "Food
Fresh," transpar-
ent oil silk covers.
Washable... odor-
free... moisture-
proof. Elastic

edges and tape reinforced
seams. Set includes: 10, 7 1/2,
6, 5, 4, 3 1/2 in. bowl covers;
8x8 1/2-inch, and 11 1/2x13-inch
zipper bags.

11 N 8779—Shipping weight,
12 ounces.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00



Sterling Tops

89¢

Before
Nov. 30

Sparkling glass
individual salt
and pepper shak-
ers with tops of
sterling silver.
This set of eight

will make any meal festive.
They're worth every bit of
\$1.95! 1 3/4 inches high.

4 N 8184—Shipping
weight, 1 pound.

Sale Price Before Nov. 30.....89¢
Sale Price After Nov. 30.....\$1.00

● PAGE G • NOVEMBER SPECIALS

WishbookWeb.com



TREE-RIPENED TEXAS ORANGES AND GRAPEFRUIT

BIG, LUSCIOUS-FLAVORED . . . DIRECT FROM GROVE

GRAPEFRUIT

\$1.98

Per Bushel . . Plus
Delivery Charge



ORANGES

\$2.29

Per Bushel . . Plus
Delivery Charges
... See Below

To Order Or-
anges and
Grapefruit on
Sears Easy
Terms See
Page A for full
Details

AN APPROPRIATE GIFT FOR CHRISTMAS

Give friends and relatives a bushel of delicious, juice-filled citrus fruit. Attractively packed . . . a novel, desirable, useful gift that's appreciated by everyone! Luscious, taste-tempting Texas oranges and grapefruits, full of vitamins. Fully tree-ripened, thin-skinned. Tree-ripened fruit contain much more juice than ordinary grades. Texas oranges and grapefruit are noted for their fine quality and abundant juice.

SAVE THROUGH SEARS MARKETING PLAN

Sears large distributing facilities have been put at the disposal of the largest and best known citrus fruit growers in Texas, enabling us to offer this super-quality fruit to our customers at a price no higher than is usually asked for ordinary grades. This marketing plan is designed to aid the citrus fruit growers, and at the same time, to give you a big saving.

SWIFT DELIVERY SERVICE

Sears marketing plan now makes possible the delivery of fine tree-ripened oranges and grapefruit almost immediately after the fruit is picked. Shipments are made promptly by Railway Express. Our delivery schedule has been speeded up so that you may have this luscious fruit on your table, or delivered to your friends, within 96 hours after it is picked fully ripe from the tree.

Large Juicy Oranges

Large size, juicy, very few seeds, sometimes almost seedless. Thin skins, rich orange color. Pack runs 100 or more large oranges to bushel. Weight, 55 pounds

91 NM 880F—Bushel Oranges **\$2.29**

Mixed Oranges and Grapefruit

Half oranges and half grapefruit. Same fine quality as offered in straight bushels. Pack runs 22 or more grapefruit, 50 or more oranges to bushel. Weight, 55 lbs.

91 NM 888F—Bushel Mixed Fruit . . . **\$2.14**

Add the Delivery Charges Per Bushel, Shown Below

Arkansas, Colorado, Kansas, Missouri, Nebraska, New Mexico, Oklahoma	39c
Illinois, Indiana, Iowa, Kentucky, Michigan, Minnesota, North Carolina	65c
North Dakota, Ohio, South Dakota, Wisconsin	65c
Delaware, District of Columbia, Maryland, New Jersey, New York	95c
Pennsylvania, Virginia, West Virginia, Wyoming	95c
Montana and New England States	\$1.23

When fruit is to be shipped as a gift, we will include a Christmas card bearing name. Specify name and address of person who is to receive the gift, as well as your name and address. Fruit is shipped prepaid if delivery charges above are included with order. Shipped in strong wooden baskets direct from grower in Texas. Fruit available after December 1st; orders filled up to May 1, 1941.

Texas Grapefruit

Juicy and Flavorful
... Thin Skin



Favorite of Millions

Unusually sweet and chock-full of juice. Texas grapefruit are the favorite breakfast fruit of millions of Americans. Sears Texas grapefruit, picked direct from the trees and shipped immediately are far more delicious than fruit picked green and allowed to ripen in boxes. Medium and large size fruit, 45 or more to the bushel. Nearly seedless. Weight, 55 lbs. Include delivery charge as specified in table at left.

91 NM 884F—Bushel **\$1.98**

Important! Read Before Ordering

Be sure to send your order and remittance for Citrus Fruit direct to:

Sears, Roebuck and Co., Fruit Exchange,
P. O. Box 1269 Harlingen, Texas. Send
Easy Payment Orders to Sears nearest
Mail Order House.

SAY LITTLE HOUSEWIVES



Complete 40-Piece Party Set

- Dinner set alone worth \$2.50!
- 33 lustre China pieces—service for 6.
- Floral design fine China with blue border.
- Tablecloth 26 in. square; 6 Napkins 6 in. sq.

Looks like Mother's fine dinnerware! Made of fine China, decorated with exquisite floral design. Daintily decorated square tablecloth, and six napkins. And larger pieces than usual at these extremely low prices! Made in Japan, includes 6 cups, 3 1/4 in.; 6 saucers, 3 3/4 in.; 6 plates, 4 1/2 in.; 6 cereal dishes, 3 3/4 in.; teapot with cover, 5 1/2 x 3 3/4 in.; covered sugar bowl and creamer; platter, 6 3/4 in. long; 4 1/2 in. gravy boat; casserole with cover, 5 1/4 in.

49 N 1607—Shipping weight, 5 pounds 8 ounces.....\$1.98

\$1.98



54-Piece Aluminum Percolator Set—Service for 6

- \$1.50 Value—you save almost 50% on this nice set.
- Every piece of sturdy first quality aluminum—unbreakable and easily cleaned. Bright, shiny, sanitary aluminum.
- Embossed picture from the story "Little Bo Peep" on all pieces (except cutlery). Each piece nicely finished—no sharp edges.

One of the most exciting toy values of the season! Special arrangement with our manufacturer makes it possible for us to bring you this fine quality 54-piece aluminum tea set at an unheard of low price! Percolator holds 1/2 pint and has a cool enameled wood handle (does not burn tiny hands). 6 plates, 4 1/2 inches; 6 saucers, 3 3/4 inches; 6 cups hold 1 1/2 ounces; 6 knives (4 3/4 inches); 6 forks; 6 spoons; sugar bowl and creamer; 12 little paper napkins. In decorated box.

49 N 1873—54-Piece Set. Shipping weight, 1 pound.....83c

83c



18-Piece China Set

Serves 4. Floral design fired on under glaze. 4 cups, 2 1/4 in.; 4 saucers, 3 3/4 in.; 4 plates, 3 3/4 in.; cake plate, 4 1/2 in.; tea pot with cover, 4x3 3/4 in.; sugar bowl with cover and creamer. Japan made.

49 N 1606—Shpg. wt., 2 lbs. .49c

49c



17-Pc. China Set

Serves 4. Has 4 cups, 1 3/4 in.; 4 saucers, 2 1/2 in.; 4 plates, 2 3/4 in.; tea-pot with cover, 3 3/4 x 2 in. sugar, creamer. Japan made.

49N1605—Shpg. wt., 1 lb.25c

25c



7-Piece Luncheon Set . . . Tablecloth, Napkins

At this low price, an amazing find! Good quality white crepe cloth with enchanting 4-corner red, brown, and blue flower design with a smart blue border. One of our most outstanding values to win a small girl's heart. Setting the tea table for her Doll Family will be so much more fun with this pretty set—order one today! Tablecloth is 26x26 inches square. The Six matching Napkins are 6x6 inches square. Made in Japan.

49 N 2199—Shipping weight, 8 ounces.....29c

29c

Available on Sears Easy Terms
See Page A in Center of Book



7-Piece Housekeeping Set—\$1.25 Value!

- Toy Kenmore vacuum cleaner; revolving brush; sateen bag.
- 26-inch wringer style wet mop . . . just twist the metal grip to wring water from mop. Teaches tidiness and cleanliness.
- 32-in. Broom-corn broom . . . 12 in. cotton yarn duster . . . Long handle dust Pan . . . Printed cotton apron, fancy dust cap.

Everything "Mother's Helper" needs—in just the right size! Grand for playing house and keeping her room tidy and neat! 25 1/2-inch vacuum cleaner has a revolving brush and sateen bag. Mop and 12-inch duster have wood handles. The broom has an enameled wood handle. Enameled steel dust pan, 6 3/4 x 9 1/4 inches with a long handle. And to help keep little housekeepers neat, there's a darling printed cotton apron with a handy front pocket and matching dust cap!

79 N 02110—7-Piece Cleaning Set. Shipping weight, 4 pounds.....89c

89c

For Other Toy Values
See Our Big Catalog!

◆ PAGE 69 GIRLS' TOYS

TOYS FOR LITTLE COOKS

Available on Sears Easy Terms
See Page A in Center of Book



Electric Stove — Really Works!

- 4 cook top burners—one in oven.
- Real heat indicator on oven door.
- Electric light on back panel.
- Approved by Underwriter's Lab.

Learn to be a *real* cook on a *real* stove! Comes complete with cake pan, whistling teakettle, sauce pan, stew pan, 3 cookie cutters and cookie sheet—all the things a little cook needs to cook real meals! Three dummy drawers. Complete with cord and plug for 110-volt AC or DC current. Easy to operate... instructive! Size, 11 1/4 x 10 x 5 1/2 inches.

49 N 2090—Shipping weight, 3 pounds 12 ounces. \$1.98

\$1.98



\$1 Value. 15-Pc. Bake Set — Like Mother's!

- Our sets are complete because we ourselves assemble them.
- Pieces that are big enough to use—heavy enough to last.
- Metal and wood pieces—copies of real cooking implements.
- With a helpful cookbook of small recipes for small girls.

What a thrill your little girl will get, using her own bake set to follow her simple, easy-to-cook recipes! Includes: 10x5 1/2-in. wood pastry board; 4-peg wood reminder board; 10-in. wood rolling pin; real 5 1/2-in. rotary egg beater with wood handle; real flour sifter with wood handle; 7 1/4-in. tin cookie sheet; 2 cookie cutters; 4-cup muffin pan; pie pan; bread pan; measuring cup; mixing bowl; angel food cake pan. Plus the cookbook! Rolling pin, beater, sifter and cup have red decorations.

49 N 1967—Shipping weight, 2 pounds 2 ounces. 53c

53c

Play Stove

89c

18 pieces including pots and pans. Prepare food for afternoon teas, "little dinners," and your doll "family." Show your playmates what a good cook you are! This big-size toy stove is sturdily built of all-steel, finished in glistening white enamel—easy to clean. Oven door and two lower doors really open and shut. Utensils are: 1 skimmer, 2 pie tins with imitation wooden pies, 1 frying pan, 2 bread pans with wooden loaves, 2 stew pans and 2 spoons. Overall size of stove is 9 1/2 x 8 1/4 x 5 1/2 in. Shipping weight, 4 lbs. 8 oz.

49 N 2088..... 89c



Merchandise Certificates Make Ideal Gifts. See Page C in Center of Book.



No excuse now for scattered toys! This large wood chest and seat combination is an ideal place to put toys not in use. Thickly padded, covered with colorful Maroon cretonne, shirred bottom. Lid holder holds it open. Inside lined with colorful paper. Slides along floor on metal glides. Size, 24x12x12 in.

79 N 08442—Shipping weight, 9 pounds. \$1.98

Extra
Large
Chest
\$2.50
Value

\$1.98



Bargain Bake Set!

12 pieces. Play hostess and cook just like Mother! 7 1/4-inch metal cookie sheet 4-cup muffin tin, angel food cake tin, 2 cookie cutters, bread pan, 2 extra pans, bakedish with cover, rolling pin, pie plate. Shpg. wt., 1 lb. 2 oz.

49 N 1964—Bake set. 23c

23c

70 • SEARS-ROEBUCK

Play Refrigerator

She'll love to store her "groceries" in this toy replica of a big refrigerator! It's a big size, too! 13x8x5 1/2 in. Well-stocked with play groceries. Enamelled white inside and out. Catch lock on door. Inside of door lithographed in five colors to represent foods. Ice trays filled with removable imitation cubes.

49 N 2108—Wt., 2 lbs. 12 oz. 89c

89c

Steel Kitchen Cabinet

2 in 1 steel kitchen cabinet and table! Slide off the cabinet and you have an enameled-top kitchen table. Cabinet is well-stocked with play packages of food. Six utensils include glass mixing bowl, egg beater, rolling pin, bread board, chopping bowl and potato masher. Size of cabinet is 14x13 1/2 x 7 inches. Sturdily constructed. Shipping weight, 5 pounds.

79 N 02070—Cabinet. 95c

95c

Running Water Sink

It really works! Two faucets to turn water on and off. Water runs from reservoir in back of sink. Size, 10 1/2 x 9 1/2 x 5 1/2 in. Constructed of colorfully lithographed metal. Rubber stopper, soap dish, soap, one filled and one play box of cleaning powder. Your little girl will spend many happy hours with this practical toy. Shpg. wt., 2 lbs. 12 oz.

49 N 2109..... 89c

89c

NEW! Sears Big-Three for Little Housekeepers

- ★ Sold Only by Sears
- ★ Easily Worth 1/2 More
- ★ Sturdy Auto Fender Steel
- ★ Baked On Enamel Finish



Really Whistles

HAPPY TIME

\$1.98
Each

Set of 3
\$5.79

When ordering Set of 3 use Catalog No. 79 N 02096

San Diego Jr. (14 1/2 x 14 1/4 x 10 1/4 in.)



Water Reservoir

- On-Off Faucets that Run Water
- Reservoir Holds Water Supply
- 3 Hinged Utensil Compartments
- 18 Pieces of Sink Equipment

Accurately copied, detail for detail, from Sears San Diego Sinks! Gleaming white baked-on enamel finish with red knobs, 3 compartments with drop doors, 2 built-in drainboards, rubber stopper. Sink strainer, soap dish, 2-pc. dish drainer, sponge, soap, dish mop, towel, dish cloth, round strainer pan, receptacle can for waste water; complete with 5 decorated realistic metal dishes.

79 N 02111—Shipping weight, 13 pounds.....\$1.98

Coldspot Jr. (18 1/2 x 11 1/2 x 9 1/2 in.)



Closed View

- Copy of One of Our Big Coldspots
- 3 Removable Metal Shelves
- Roomy Pull-Out Handi-Bin
- 2 Pull-Out Ice Trays; Play Ice

Just like Mother's big Coldspot! Pretend you're keeping Dolly's food cold. You can make believe you are defrosting your Coldspot with dummy defroster and temperature control. Glistening white enamel finish, red handles. Sturdy construction.

With glass bowl, 2 wood milk bottles, wood jam jar with cover, 2 pie plates, short handled pot, 2 bread pans, 2 wood chopping bowls.

79 N 02094—Shipping weight, 16 pounds.....\$1.98

Prosperity Jr. (16 1/2 x 14 1/4 x 9 1/4 in.)



Closed View

- Non-Electric, Safe for Girls
- All 3 Compartment Doors Open
- Imitation Light and Timer Unit
- 18 Pcs. of Cooking Equipment

Miniature of one of our big 1940 stoves! Broad cooking surface. 4 movable burner controls. Shining white enamel with red fittings. With aluminum whistling tea kettle, aluminum sauce pan with cover, pie plate with wooden pie, bread pan with 4 wooden loaves, deep frying pan with cover, shallow frying pan, pancake turner, ladle, soup ladle, pot holder.

79 N 02091—Shipping weight, 12 pounds.....\$1.98

Candy Fruit, Vegetables



Six ounces of pure candy. Realistic turkey, 3 3/4 in. long. 6 assorted fruits and vegetables. Include several packages with your Big-3 order. Shpg. wt., 7 oz.

49 N 2095.....29c

LITTLE FOLKS' FURNITURE . . .



NEW!



DING
DONG



Clever Combination—Rock-N-Cradle

\$4⁹⁸

- A \$6.95 value. Rock Dolly to sleep, then lay her in cradle side of rocker.
- As it rocks it plays Swiss music.
- New "Pegged-Steel" Construction.

For "little mothers" up to about 10 years old. Solid maple with satiny finish; early American design. Automatically plays music—no winding. Height, 23 in.; seat, 26x11 in.; 11 in. from floor. Doll not included. 79 NM 8598—Shpg. wt., 19 lbs. Not available. \$4.98

Two-Tone Bell Chime Cradle

\$1⁹⁸

When sleepy heads nod, whisk them off to Dreamland in this charming musical cradle. Satin-smooth varnished maple finish with an attractive border design at the head and foot . . . but best of all you'll like the two-tone bell chime that tinkles Dolly to sleep. Size, overall, 24x15½x14 inches. Will hold up to 24-in. dolls. Shipping weight, 5 pounds.

79 N 07902—Mailable. \$1.98

22-inch Doll High Chair

73c

Even dolls eat better with their own high chair! This one is just right. With a hand-woven genuine reed back; lift-up toy tray. Wooden seat, 5½x7 in. Enameled light green. Shpg. wt., 3 lbs. Doll not included.

79 N 08410—Mailable. 73c



Double Decker Bunk Bed

\$1⁰⁰

Makes twin beds, too! (See A.) Maple finish. Wood side rails; ends, 22x10½ in. wide; 18¼ in. high as bunk bed. 2 cloth covered cardboard mattresses. 14-in. ladder. Mailable. Shpg. wt., 6 lbs.

79 N 07933. \$1.00



\$2²⁹

Our Best Hand Woven

Worth \$3.29! Sturdy fiber over hardwood frame, ivory enameled. Padded seat, 12¼x12 in.; cretonne covered. 4 braces. Ht., 22¾ in.; 20 in. across arms. Mailable. Shpg. wt., 10 lbs.

79 N 08597. \$2.29



\$1³⁹

Usual \$2.00 Rocker

Hand woven fiber. Enameled light green. Seat, 11¼x10½ in.; padded, cretonne covered. Ht., 19¾ in. 18 in. across arms. Hardwood dowel uprights; metal braces. Mailable.

79 N 08580—Shpg. wt., 9 lbs. \$1.39

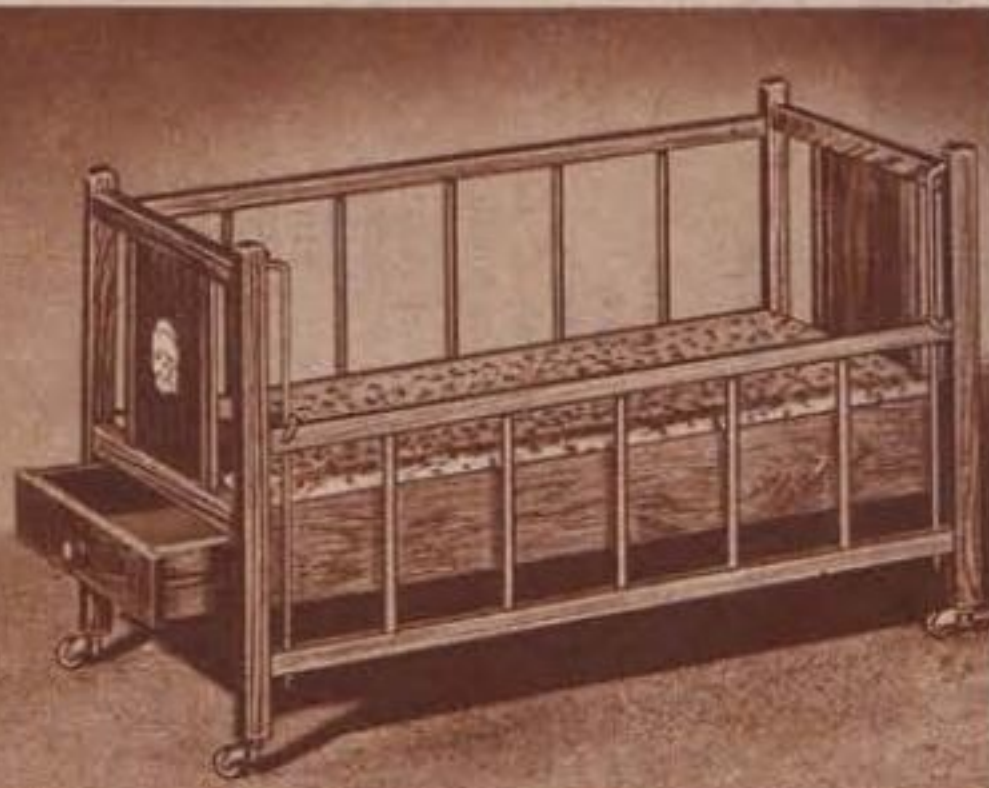


\$2¹⁹

"Happi-Time" Rocker

Worth 25% more! Solid maple rocker; smooth finish. Steel pegged construction for strength. Ht., 23¾ in.; seat, 12½x11 in. Shaped arm rests. Mailable. Shpg. wt., 10 lbs.

79 N 08596. \$2.19



\$3.00 Bassinet with Roomy Drawer

\$1⁹⁵

Just like the kind that real little babies sleep in! Easy-working dropside—lower it to put Dolly in bed, raise it when she's tucked in. And look at the cunning drawer that pulls out of the foot of the crib—the right size for nighties and clothes. Cloth covered cardboard mattress. Legs have swivel casters. Length, 30 inches; width, 14¼ inches; height, 19 inches. Maple finish, selected wood. Shipping weight, 12 pounds.

79 N 07932—Mailable. \$1.95



24-inch Jenny Lind Bassinet

\$1⁰⁰

Built to sell for \$1.50! Graceful bassinet with shapely turned wood posts. Made of selected hardwood with a lustrous maple finish. Big enough for a 24-inch doll. 15 inches wide; 19½ inches high. Little mothers just love to make their own bedding for their doll bassinets. Wood slat bottom. This will make a welcome addition to Dolly's "boudoir." Mailable.

79 N 07966—Shipping weight, 5 lbs. . . \$1.00



20½-inch Ivory Enameled Cradle

49c

If you're buying a doll for a lucky little girl, why not include this cradle, too? It makes a wonderful ensemble—and the price is so low! Firmly constructed with three dowel ends and four dowel sides. Wood slat bottom. Length, 20½ inches; width, 10½ inches; height, 11¼ inches. Mailable.

79 N 07930—Shipping weight, 2 lbs. . 49c

WELL-BUILT, SMART, PRICED LOW

HAPPI-TIME

SPECIAL TOY FLASH!

Don't Forget... the Happi-Time Trade Name on Any Toy, Means Either an Exclusive Sears Design, Idea or That the Toy Is Built to Our Own Extra Rigid Quality Specifications.

EASY TERMS AVAILABLE

See Page A, in Center of Book



A Little Girl's Dream Come True... Her Own Furniture! Regular \$6.95 Value!

Check These Sears Happi-Time Features:

- Solid maple construction throughout with a fine maple finish.
- Properly proportioned... chairs designed for correct posture.
- Safe and sturdy... smoothly rounded edges and corners, with flared legs that are tip-proof.
- All joints are permanently fastened... reinforced with new "steel peg" construction... legs are strongly braced.

She'll like this set best of all because it's just like Mother's... quaint ladder back chairs and turned wood legs on table and chairs. Table top 20x27 in. with leaves extended. They'll like the Happi-Time stronger, safer construction. Chair seats, 12x10 1/4 in.; 11 1/2 in. to floor. Chairs, 23 in. high; table, 21 in. Dishes and doll not included. 79 N 08505—Shipping weight, 22 lbs. **Available. 3 pcs. \$4.95**



Modern Style Tubular Furniture—A \$6.50 Value!

Now even the youngsters can go modern... with this 3-pc. furniture set as sturdy as it is handsome. The table top is hardwood, in a lustrous maple finish; size 18x24 in. and 18 in. from floor. Chair seats and panel backs are also maple finished hardwood; seats measure 10 1/2 x 9 in.; 19 in. high overall. Tubular parts of 3/4-in. cold rolled steel tubing, aluminum color enameled. Shpg. wt., 28 lbs. **79 N 08503—Mailable. 3-Piece Set. \$4.95**



Solid Oak Drop Leaf Set—Worth \$1.00 More

A set that will last long after your children have outgrown it... for it's built of husky solid oak pieces (not the ordinary soft pine). The drop leaf table has stout ribbed legs; table top 24x19 in. with leaves extended, 18 1/4 in. high. The chairs are of a new design with a ribbed panel back. Chair seats measure 9x9 in.; overall ht., 20 1/2 in. Has a smooth lustrous natural oak finish. Shipping weight, 20 lbs. **79 N 08517—Mailable. 3 Pieces. \$2.89**



Quality Large-Size Unpainted Furniture—Worth \$4.50

Buy it—paint it—use it for years! Get all the sturdy quality that's built into our more expensive sets—but save the difference by painting it yourself! Solidly built of genuine rugged hardwood that wears and wears. Latest club style chairs with fashionable beaded spindles. Chair seats measure 10 1/2 x 10 in., and are 10 3/4 in. from floor; total ht., 21 1/2 in. Generous-sized table top is 20x26 in.; 19 1/2 in. from the floor. Properly proportioned for little folks... with beveled edges and smoothly rounded corners. This fine furniture set may be bought for cash or on terms... See Page A in center of book for Easy Terms. Shpg. wt., 20 lbs. **Mailable. 79 N 08502—3 Pieces. \$2.98**



Thrifty Unpainted Furniture Set—\$3.00 Size

Make your children's Christmas a happy one and keep your budget balanced, too—buy this cunning set and paint it yourself! Made of clean, clear wood. Table top measures 22x17 inches and is 19 inches high... just the right size for a little girl's tea parties! The chair seats are 10x9 inches, and 18 1/4 inches high overall. Chairs are underbraced to prevent wobbling. The design is attractively simple—finish it in any color you like—maybe you'll apply decalcomanias, too. Well made, smoothly sanded parts. Shipping weight, 13 pounds. **79 N 08501—Mailable. \$1.98**



55-Pc. Doctor's and Nurse's Kit, X-ray Machine

\$1.79

- Just what the "Doctor" needs for sniffles to surgery.
- Realistic 12 $\frac{1}{4}$ x5 $\frac{1}{4}$ x5-inch 3-drawer carrying case.
- Blood pressure instrument—stethoscope (that works).
- Electric probing light—white rubber operating gown.

Nose spectacles (no lenses), toy wrist watch, gauze bandages, adhesive tape, cotton, sling, 2 splints, 2 tongue depressors, reflex hammer, play thermometer, blunt-end scissors, head mirror, nurse's rubber apron, cap and armband, sponge, soap, Doctor's cap and mask, 6 bottles of pure candy pills, 6 drinking straws and 15 other pieces.

49 N 3859—Shipping weight, 2 lbs. 12 oz. Complete.....\$1.79

NURSE JANE, DOCTOR BILL

Will Cure This Sick Dolly



Youngsters' Doctor-Nurse Kits Sold on Easy Terms, Too See Page A in Center of Book

Low Priced Little Doctor's 34-Piece Kit

49c

This outfit has what's needed to cure Dolly's illnesses. 11 $\frac{1}{4}$ x7 $\frac{1}{4}$ x3 $\frac{1}{8}$ -inch kit contains play stethoscope, nose spectacles (no lenses), head mirror, play watch, toy fever thermometer, 2 bottles pure candy pills, 3 envelopes, fiber spoon, 6 straws, pencil, 3 record sheets, height and weight chart, Doctor's book, 2 depressors, gauze and adhesive bandages, cotton, 3 prescription blanks, Doctor's certificate and Doctor's "shingle."

49 N 3861—Shipping weight, 1 lb. 13 oz. Complete.....49c



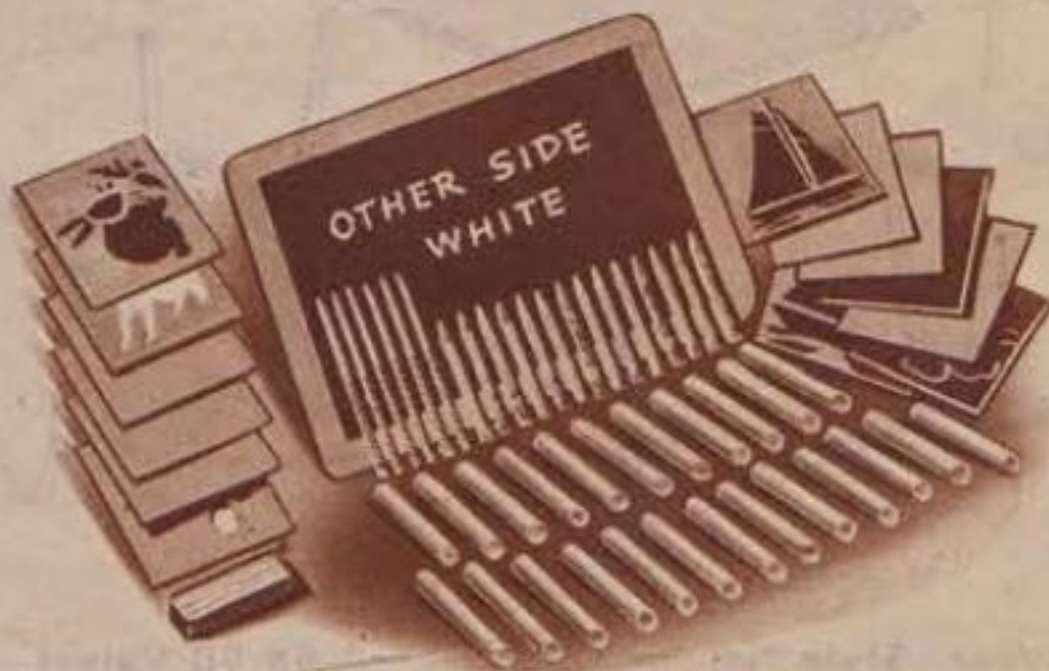
46-Piece Doctor's and Nurse's Outfit

89c

- Just what the "doctor" needs for your sick dolls
- Toy blood pressure instrument—stethoscope (that works)
- Play wrist watch—spectacles on cord (no lenses)
- Black 12x8x3 $\frac{1}{4}$ -inch metal trimmed medical kit

If your Dolly is sick—better call "Doctor Bill" right away. He carries this realistic medical kit that contains everything to cure Dolly. Holds realistic toy X-ray machine, 4 bottles of candy pills, a head mirror, play thermometer, 2 tongue depressors, gauze, cotton, adhesive, blunt scissors, nurse's cap and armband, 2 splints, sling, soap, sponge and 21 other pieces of play medical equipment.

49 N 3858—Shipping weight, 1 lb. 4 oz. Complete.....89c



Black on One Side—White on the Other

49c

58-Piece Slate Set! No more childish scribbling on tempting walls! No more disappearing shopping pads! This slate will give all the room they want to draw those little men and those great big wild animals. And they can learn while they play from the variety of stencils we have so carefully selected. 12 $\frac{1}{4}$ x8 $\frac{1}{2}$ inch wood frame protects slate. Complete with 24 pieces of chalk, 14 crayons, 12 stencils, 6 slate pencils, and eraser.

49 N 3828—Shipping weight, 3 pounds. Complete.....49c



Novel Clay Modeling and Sculpturing Sets

21c

Keeps children's hands busy and their minds active. They can mold animals, objects, buildings or designs of their own creation... anything that strikes their fancy, with these 8 $\frac{1}{4}$ x1-inch strips of stainless colored clay. No mess, no bother. Pure, top quality clay... no lumps, no coarseness. Mold 3 $\frac{3}{4}$ x2 $\frac{1}{2}$ inches makes 4 animals.

Mold, 6 Colors, Wood Tool
Shipping weight, 1 lb. 8 oz.

49 N 3752.....21c

39c

Mold, 8 Colors, 4 Wire Frames, 2 Tools
6 wood impression blocks.

49 N 3753—Shpg. wt., 2 lbs. 4 oz. 39c

1-Pound Pkg. of Clay

49N3754—Shpg. wt., 1 lb. 2 oz. 19c



Natural Slate Hardwood Frame

\$2.98

Just like the kind the teacher uses at school! The slate is of best quality direct from the mines. Strong, hardwood frame, 22 $\frac{1}{2}$ x16 $\frac{1}{2}$ inches. Will take plenty of hard wear without chipping, cracking, warping or tearing. No matter how often or how long it is used, it can easily be cleaned for the next time... repeated washings cannot injure its smooth, velvety writing surface. Convenient chalk ledge across the bottom 20x1 $\frac{1}{4}$ inches wide. Slate showing within frame is 19 $\frac{1}{4}$ x13 $\frac{3}{8}$ inches. You'll enjoy it as much as the youngsters... you can solve many a household financial problem by putting it down in black and white. They'll finish up their homework more quickly and a blackboard on the wall doesn't take up much room.

79 N 03803—Shipping weight, 9 pounds.....\$2.98

74 • SEARS, ROEBUCK AND CO. ♦



COMFORTABLE
TAPERED TOP



STREAMLINED
LIKE A SPEEDBOAT



GROOVED SPRING
STEEL RUNNERS

HAPPY-TIME



Merchandise Certificates
Make Ideal Gifts. See
Page C in Center of Book



Patented
Steering
Runners Bend
Almost Full
Length of
Sled.

Happi-Time Flying Arrow, Many Features

\$1.98
46-in.
Length

- Best 6-knee steering sled.
- Turned-up runner heels, safety.
- New "heat-treated" spring steel grooved runners—flex easier . . . last longer.
- Deluxe tapered hardwood tops 20% to 28% larger for safe, comfortable rides.

Finest quality wood and steel materials! Exclusive flexible super-steering, patented for only Flying Arrows! Six steel knees have "patented shape" at points of strain. Decorated in red and black. A lasting weather-resistant finish. 51-in. and 57-in. sizes not available.

Catalog Number	Length	Knees	Shipping Weight	Price
79 N 08329	46 inches	6	10 pounds	\$1.98
79 NM 8330	51 inches	6	12 pounds	2.59
79 NM 8337	57 inches	6	13 pounds	2.98

Sears Snow Bird Sleds—Real Values!

89c
33-inch Length

- Compare with others' top quality!
- Longer, wider wood top for more comfort.
- Easy steering for little fellows . . . action affects entire length of runners.
- Steering bar placed well back to allow ample flexibility. Steel knees are all the same size.

The Snow Bird is a real sled value. Has high priced features at low prices! Conventional hardwood top is nicely shaped and sanded, finished with a lasting outdoor spar varnish. Sizes are from bumper to end of runners.

Catalog Number	Length	Knees	Shipping Wt.	Price
79 N 08338	33 inches	4	6 pounds	\$0.89
79 N 08339	37 inches	4	8 pounds	1.19
79 N 08340	41 inches	4	9 pounds	1.49
79 N 08341	46 inches	4	10 pounds	1.89

Ball
Bearing
Front Wheel

\$3.89

79 N 08614



Sears Bikes Have RIGID FRAMES

Best type of construction known! Frames are steel tubing welded to tubular steel heads. Curve down gracefully to rear axle and are welded again, making a 1-piece frame.



Built Like \$5 Bikes!
Has Single Tube Frame

\$2.39
79N08634

- Rigid 1 1/4-inch steel tube frame.
- High-speed steel sleeve bearings.
- New steel saddle adjusts for your comfort.
- Adjustable handle-bars like those on big bikes!
- 1-piece steel rear step-platform for extra rider.

Has regular big-bike fork, rubber grips and rubber pedals. 3/4-inch rubber tires. Bright red enamel finish with ivory color trim. See "How to Order" at left. Mailable.

Catalog Number	Front Wheel	Leg Reach Adjusts	Shipping Weight	Price
79 N 08634	10 in.	14 to 15 in.	17 lbs.	\$2.39
79 N 08635	13 in.	16 to 17 in.	19 lbs.	2.89
79 N 08636	16 in.	18 to 19 in.	22 lbs.	3.79

Improved Tubular Bikes

- Priced to save you 25%!
- 1 1/4-in. seamless tubular steel frame.
- Bicycle ball bearings in front wheel.
- New steel saddle adjusts for comfort.
- Long-wearing 3/4-in. rubber tires.
- New adjustable big-bike handlebars.

One-piece steel rear step plate is embossed to help prevent slipping. Strong enameled steel spokes in all wheels. Graceful steel fender over front wheel. Regular big-bike style fork, rubber handle grips, and rubber pedals. Bright red and

ivory baked-on enamel finish. All sizes available. See "How to Order" below.

Catalog Number	Front Wheel	Leg Reach Adjusts	Shpg. Wt.	Price
79N08614	12 in.	16 to 18 in.	19 lbs.	\$3.89
79N08615	16 in.	18 to 20 in.	21 lbs.	4.79
79N08616	20 in.	20 to 22 in.	23 lbs.	5.49

HOW TO ORDER BIKES. Measure child from crotch to ball of foot for correct leg measurement, and then order next larger size for longer service and more years of fun!



\$4.95 16 mm. Sears Movie King Electric Motor Driven \$5.49 8 mm.

- Many features of \$12.50 movies—bright clear pictures
- Universal speed control motor for 110-volt circuit
- Convenient carrying handle like adult movies
- Smooth working parts—sprockets and tension plate protect film
- Condenser lens—100 watt rating lamp—tilting adjustment
- Reels hold up to 200 ft. of film—rewind with motor power

Reel arms built to hold 400 ft. capacity reels for your feature shows. Built of steel, 12x5x16 inches high with air vents and reflector. 4½ ft. of Underwriters' Laboratories approved cord, plug. Film not included (see below). Shipping weight, 9 pounds.

16 mm. Movie King
Larger, brighter pictures. 17x11½-inch pictures obtained with movie 7 ft. from screen. Greater distance increases size of picture. Provides unending fun at low cost.
79 N 06844.....\$4.95

8 mm. Movie King
Cuts your film cost in half, because 50 ft. of 8 mm. film shows story requiring 100 ft. of 16 mm. film. Pictures 14x11 in. at 7 ft. from screen are clear, but not as bright.
79 N 06847.....\$5.49



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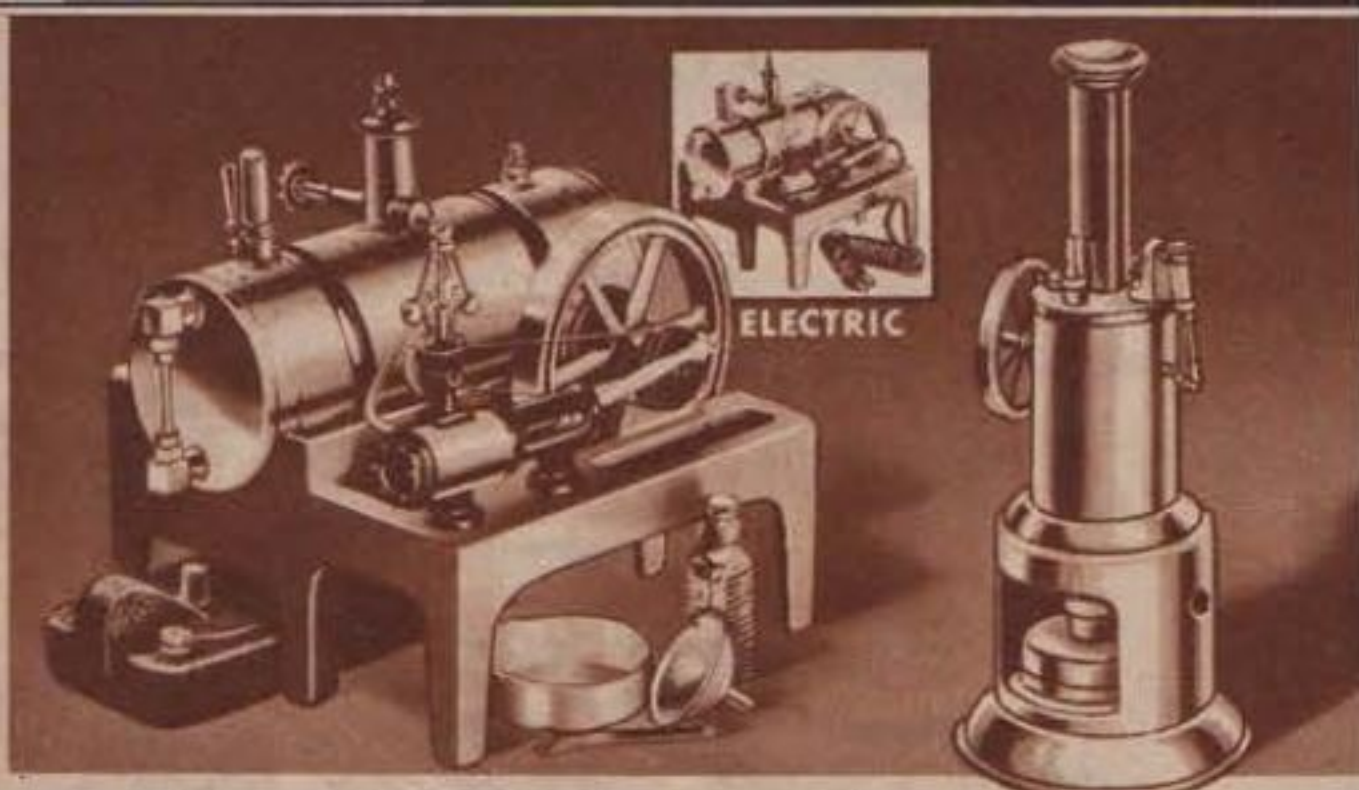
8 and 16 mm. Non-Inflammable Safety Films

Title	8 mm.	Film	Price	16 mm.	Film	Price
Mickey Mouse						
Best Girl.....	49 N 6807	25 ft.	\$0.69	49 N 6818	50 ft.	\$1.29
Big Slide.....	49 N 6816	50 ft.	1.29	49 N 6840	100 ft.	2.59
Donald Duck						
Stage Struck.....	49 N 6820	25 ft.	.69	49 N 6827	50 ft.	1.29
Ham Actor.....	49 N 6821	50 ft.	1.29	49 N 6828	100 ft.	2.59
Hal Roach Our Gang						
Horse Sense.....	49 N 6822	25 ft.	.45	49 N 6830	50 ft.	.89
Christmas.....	49 N 6823	50 ft.	.89	49 N 6831	100 ft.	1.79
Clever Kids.....	49 N 6824	100 ft.	1.79	49 N 6832	200 ft.	2.89
Scrappy						
Cow Chasing.....	49 N 6837	25 ft.	.45	49 N 6841	50 ft.	.89
Egg Tricks.....	49 N 6838	50 ft.	.89	49 N 6842	100 ft.	1.79
Charlie Chaplin Comedy						
Fast Worker.....	49 N 6843	25 ft.	.29	49 N 6846	50 ft.	.79
Knockout.....	49 N 6845	50 ft.	.55	49 N 6851	100 ft.	1.59
Western						
Rough Riding.....	49 N 6859	25 ft.	.29	49 N 6863	50 ft.	.79
Masked Rider.....	49 N 6861	50 ft.	.55	49 N 6868	100 ft.	1.59
Showdown.....	49 N 6862	100 ft.	.98	49 N 6869	200 ft.	2.59

8 mm. Popeye Films
49N6933—25 ft. "Pole Sitter" .67c
49N6952—50 ft. "Champ" \$1.29
49N6982—25 ft. 16 mm. "Charlie Chaplin's Jinx" .39c
49N6983—25 ft. 16 mm. Western, "The Rescue" .39c
49N6890—25 ft. 16 mm. Popeye—"In Eye" .67c
49N6984—25 ft. 16 mm. Mickey Mouse "Daffy Tunes" .69c
49N6986—25 ft. 16 mm. "Oswald the Rabbit in Alaska" .69c
49N6808—Cloth Screen, 22x29 in. Wood roller. Shpg. wt., 1 lb. 3 oz. .89c
49N6802—Splicer for repairing films. Shpg. wt., 6 oz. .47c

16 mm. Popeye Films
49N6916—50 ft. "Red Hot" \$1.29
49N6938—100 ft. "Ba-dit" 2.49

8 mm. Films Can Only Be Used on 8 mm. Projectors
Shpg. wts.: 8 mm. films: 25 ft., 3 oz.; 50 ft., 4 oz.; 100 ft., 8 oz. 16 mm. films: 25 ft., 4 oz.; 50 ft., 5 oz.; 100 ft., 8 oz.; 200 ft., 1 lb.



Famous Weeden Steam Engines

- Reversible Horizontal Type**
\$3.98
Alcohol
• Double action reversible cylinders

Alcohol Burning
With whistle. A real power plant! Red iron furnace, base. 3 wick burners. Safety valve. Size, 6x5¾x6¾ inches. Shpg. wt., 5 lbs.
49N5330...\$3.98

Upright Type
\$5.98
Electric
• Nickel-plated fly wheel
• Safety valve
• Water gauge
• Brass boiler

Electrical Engine
Whistle. For 110 volt A.C. or D.C. Underwriters Approved. Porcelain set heating unit. 6-foot cord. Red enameled cast iron base. Size, 6x5¾x6¾ in. Shpg. wt., 7 lbs.
49 N 5319.....\$5.98

Electric Railroad Accessories

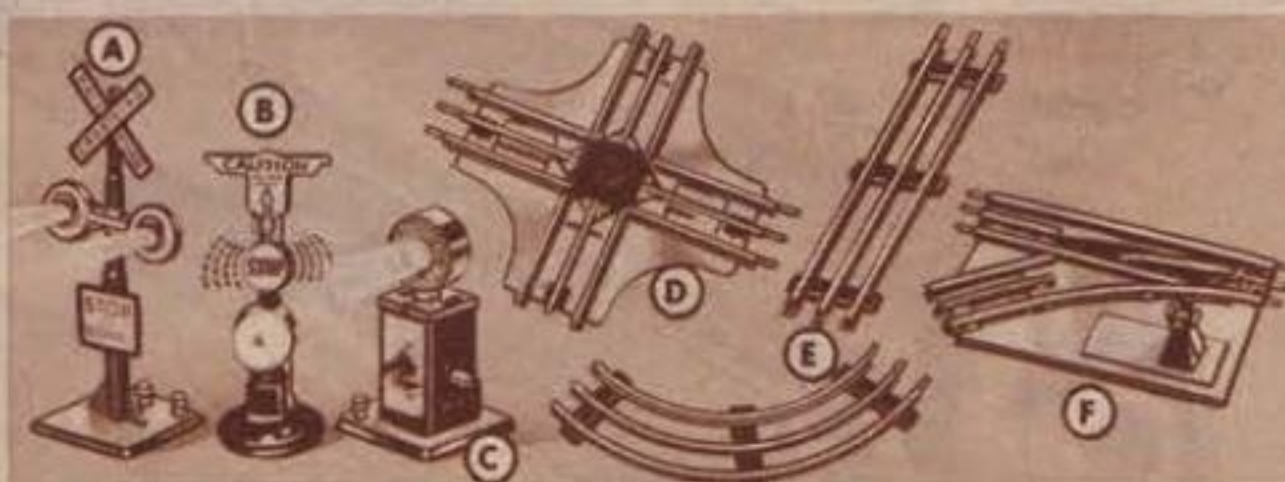


Steel Bridge

Biggest bridge value we've seen! **94c**
24 inches long—sturdily built base holds track firmly. Realistic embossed rivets and steel girders. Adds to the fun of your railroad. Shpg. wt., 3 lbs.
49 N 6069.....94c

4-Piece Accessory Set

NEW! These are the most popular accessories to increase the fun you'll have with your train! 10¼ inch folding metal tunnel realistically colored; 7½ inch semaphore and caution signal, both of colored steel, and electric lighted twin light tower (alone worth 59c) attaches to the third rail of your track. Shipping weight, 2 pounds 8 ounces.
49 N 6070.....98c



Danger Signals

- (A) 7½ in. Twin Light Flasher. Electric lights alternate as train passes. 49 N 6017—Shpg. wt., 10 oz. **94c**
(B) Bell Signal. When train nears, bell starts ringing and arm swings. 49 N 6015—Shpg. wt., 10 oz. **94c**
(C) Circuit Breaker. Breaks circuit if shorted; lever re-opens circuit. 49N6018—Shpg. wt., 10 oz. **94c**

Marx "O" Gauge Track

- Accessories to enlarge track layout.
(D) Electric Crossover. Shipping weight, 10 ounces. 49 N 6014.....**44c**
(E) 4 Pieces of Track. Shipping weight, 10 ounces. 49 N 6010—Straight. **39c**
49 N 6011—Curved.
(F) Hand Switches. One pair, left and right, for Marx electric trains. Shpg. wt., 1 lb. **\$1.89**
49 N 6034—1 Pair.....

Bargains in Registering Coin Banks



- (A) 3-Coin Bank. Bell rings once for nickels, twice for dimes, 5 times for quarters! Opens at \$10. Metal, 4x4x2½ in. Shpg. wt., 1 lb. 49 N 6472.....**47c**
(B) 2-Coin Bank. For nickels, dimes. No bell. Opens at \$10. Metal, 3½x3½x2½ in. Wt., 10 oz. 49 N 6471.....**25c**

NEW! SEARS SCOOP

FIRST BATTERY OPERATED
"O" GAUGE FREIGHT



Case for
Flashlight Cells



Plate for Dry Cells



On Table or Floor

Now! Every Boy Can Have an Electric Train!

Always Ready . . . Electric Train Thrills
Even Though Your Region Has No Electric Power!

\$4.45
Complete

- Sets up anywhere indoors or outdoors
- Uses flashlight, dry cell or storage batteries. See low Cost of Operation at right.
- 5-unit 35-in. Freight train

— Remote Control FORWARD OR REVERSE

Greatest train idea in years! All the fun of owning an electric train can be yours—whether you live on a power line or not! And the low price is as sensational news as the train itself! Sturdy steel Commodore Vanderbilt engine and colored metal cars. Oval track 98 in. around. Batteries not included.

79 N 05950—Shipping weight, 7 pounds . . . \$4.45

OPERATING COST

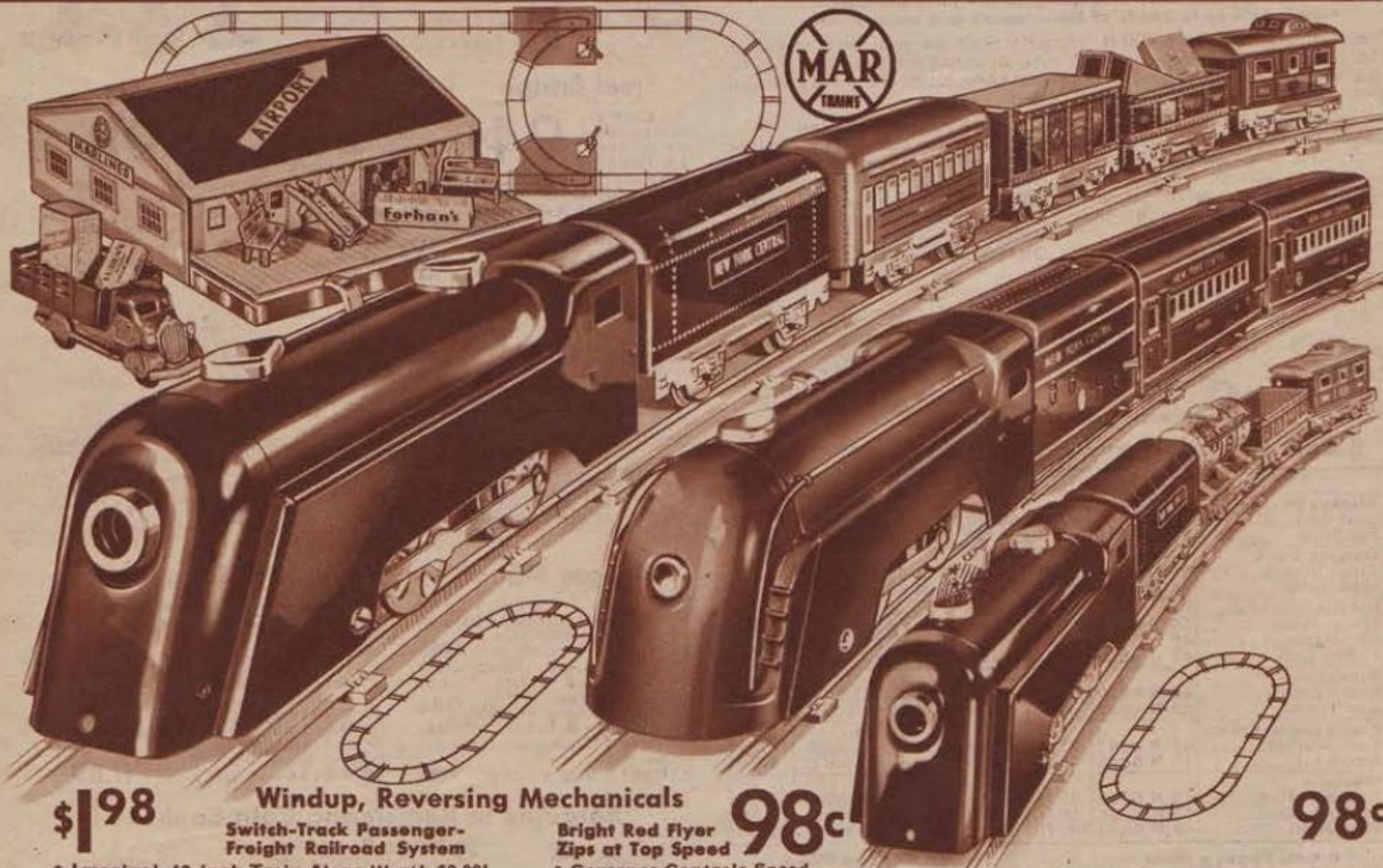
6 Flashlight Cells
20 N 4654—Shpg. wt., ea., 5 oz. Ea. . . 4c
6 for 21c
Hours of Use 3
Cost per Hour 7c

4 Dry Cells

20N4701—Wt., ea., 2 lbs. 8 oz. Ea. . . 35c
4 for \$1.00
Hours of use 75
Cost per hour 1 1/2c

Storage Battery

28 NM 53. \$2.69
Lasts life of train.
Unavailable. Shpg. wt., 38 lbs.



\$1.98

Windup, Reversing Mechanicals

Switch-Track Passenger-Freight Railroad System

- Imaginel 42-inch Train Alone Worth \$2.00!
- Over 30 Pieces—Trucks, Boxes, Benches, etc.
- Huge, Realistic Colorful Station Packing Box

Full speed ahead! Bell ringing, she whizzes over the outer oval, 154 in. around. Then you stop and back'er up to switch the colorful freight cars onto the inner track. Steel engine with speed governor has clockwork motor, can't be broken by hand winding. Brake, bell, left and right hand switches, yards of track. Platform station easily set up.

79 N 05912—Shipping weight, 7 lbs. 8 oz. . . \$1.98

88 • SEARS, ROEBUCK AND CO. 2

Bright Red Flyer Zips at Top Speed

- Governor Controls Speed
- Streamlined Mercury Engine
- Goes Forward or Backward

Powerful easy-to-wind clockwork motor can't break with hand winding—Train is 27 3/4 in. long with Mercury bell ringing engine. Track 102 in. around.

49 N 5905—Shpg. wt., 3 lbs. 8 oz. . . 98c

Extra Track for Marx Mechanical Trains

49N6001—Straight 49N6002—Curved
Shpg. wt., 13 oz. . . 4 pieces for 19c

98c

Sparkling Bell-Ringing Mechanical Freight

- 35-inch, 5-unit Commodore Vanderbilt freight
- Bell rings, sparks fly as it speeds along
- Sturdy key wind clockwork motor

Clear the track. Here comes the fast freight! Little folks will be delighted with this peppy "life action" train as it scoots around the 102-in. oval track, sparks shooting up, bell ringing. Commodore Vanderbilt engine with colored metal cars: tender, tank car, gondola (that you can load) and caboose.

49 N 5904—Shpg. wt., 4 lbs. 6 oz. . . 98c
49 N 6006—2 Extra Flints. Shpg. wt., 2 oz. . 10c

98c

FOR EASY TERMS
SEE PAGE A IN
CENTER OF BOOK



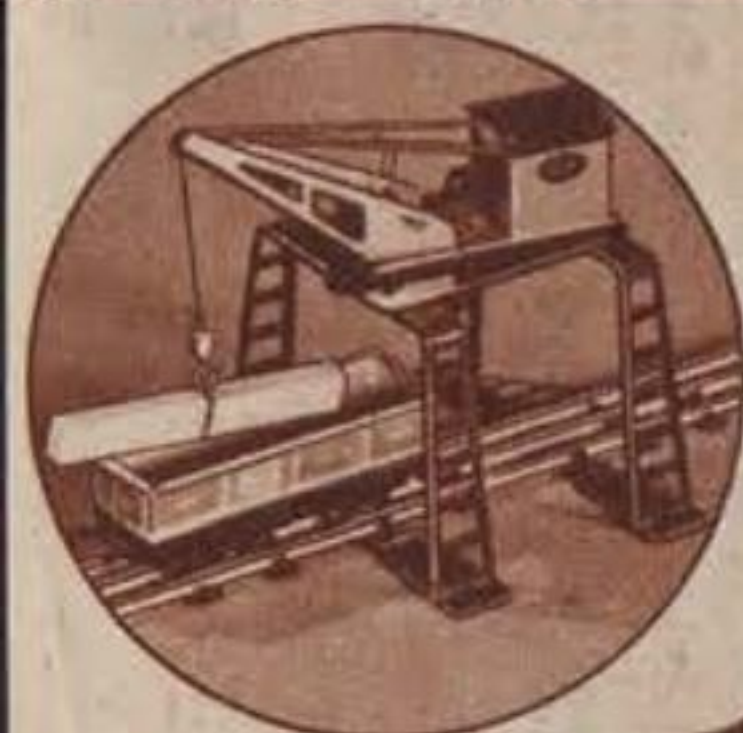
NEW
\$8.98

Elevated
Track

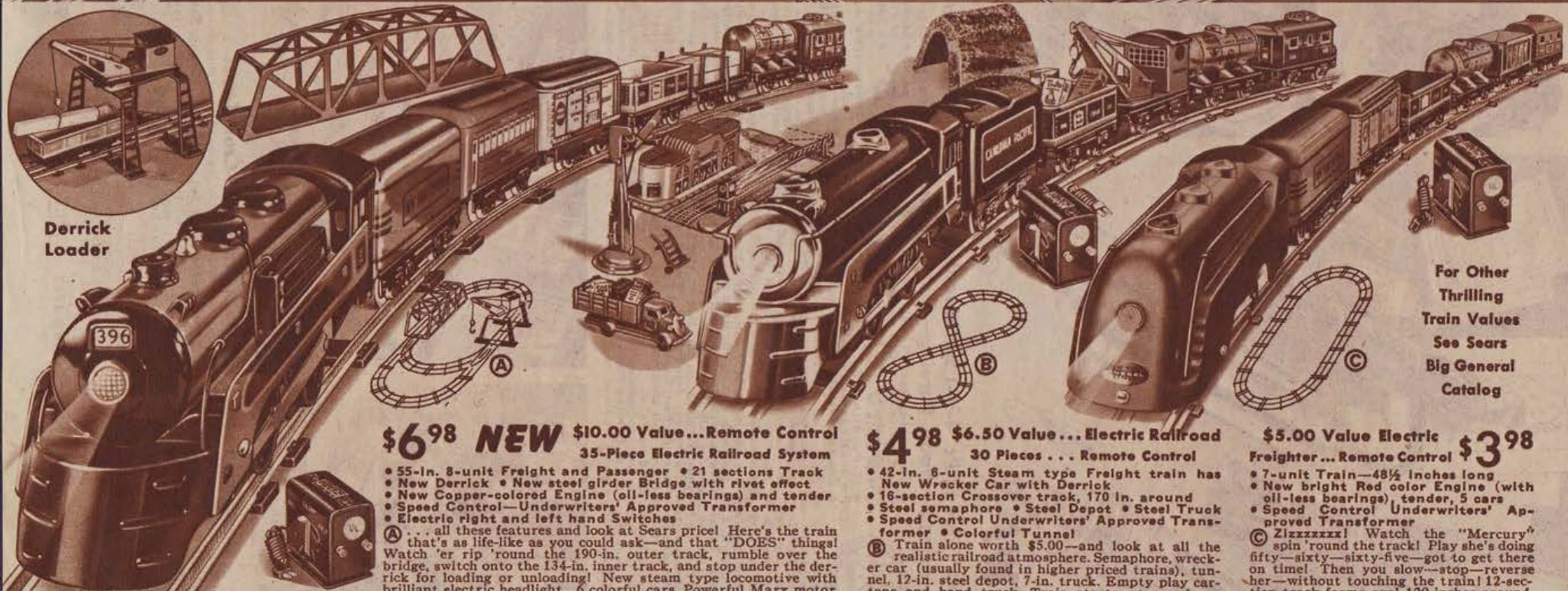
First Automatic 3-Dump-Car Electric Train With 5-Trestle Viaduct Below \$10.00!

- \$14.80 Value—3 Coal Cars Unload by Remote Control
 - 55-in. 8-unit train; 22 sections of track, 188 in. around—PLUS 38-in. siding with "Dead End" • Electric Hand Switch
 - New 5-Trestle Track Elevation for added railroad thrills!
- Hours of fun, miles of realistic railroading! Great saving—Realistic and detailed Steam-type locomotive with colorful cars, travels around tracks, fast, slow or reverse, through the tunnel, over the long trestle. Throw the switch and she enters a siding for dumping. Press button; coal cars dump, one by one, automatically! Underwriters' Approved speed control transformer.

79 N 05948—For 110-volt 60-cycle A.C. Shpg. wt., 17 lbs. . . . **\$8.98**



Derrick
Loader



\$6.98 NEW \$10.00 Value...Remote Control **35-Piece Electric Railroad System**

- 55-in. 8-unit Freight and Passenger
 - 21 sections Track
 - New Derrick
 - New steel girder Bridge with rivet effect
 - New Copper-colored Engine (oil-less bearings) and tender
 - Speed Control—Underwriters' Approved Transformer
 - Electric right and left hand Switches
- (A) ... all these features and look at Sears price! Here's the train that's as life-like as you could ask—and that "DOES" things! Watch 'er rip 'round the 190-in. outer track, rumble over the bridge, switch onto the 134-in. inner track, and stop under the derrick for loading or unloading! New steam type locomotive with brilliant electric headlight. 6 colorful cars. Powerful Marx motor starts, stops, slows and reverses by remote control.

79 N 05947—For 110-120-volt 60-cycle A.C. Shpg. wt., 15 lbs. . . **\$6.98**

\$4.98 \$6.50 Value... Electric Railroad **30 Pieces... Remote Control**

- 42-in. 6-unit Steam type Freight train has New Wrecker Car with Derrick
 - 16-section Crossover track, 170 in. around
 - Steel semaphore
 - Steel Depot
 - Steel Truck
 - Speed Control Underwriters' Approved Transformer
 - Colorful Tunnel
- (B) Train alone worth \$5.00—and look at all the realistic railroad atmosphere. Semaphore, wrecker car (usually found in higher priced trains), tunnel, 12-in. steel depot, 7-in. truck. Empty play cars and hand truck. Train starts, stops, slows, reverses by remote control. Shpg. wt., 13 lbs.

79 N 05946—For 110-volt 60-cycle A.C. . . . **\$4.98**

\$5.00 Value Electric **Freighter... Remote Control \$3.98**

- 7-unit Train—48½ inches long
 - New bright Red color Engine (with oil-less bearings), tender, 5 cars
 - Speed Control Underwriters' Approved Transformer
- (C) Zzzzzzzzz! Watch the "Mercury" spin 'round the track! Play she's doing fifty—sixty—sixty-five—got to get there on time! Then you slow—stop—reverse her—without touching the train! 12-section track forms oval 120 inches around. For 110-120-volt 60-cycle A.C.

79 N 05945—Shpg. wt., 9 lbs. . . . **\$3.98**

For Other
Thrilling
Train Values
See Sears
Big General
Catalog



GIVE 'EM A HOBBY

This Christmas

For Easy Terms
See Page A in
Center of Book



\$3.00 Value 18-Pc. 4-in-1 Set: Woodburning— Foil Writing—Wood Carving—Metal Tapping



- ★ Two Laboratory Tested 2-Way Electric Tools Operate on 110-120 Volt A. C. or D. C.
- ★ Two Extra Working Tools
- ★ 18-Pc. 4-in-1 Set for Price Previously asked for 3-in-1
- ★ Created Exclusively for Sears!

\$1.79

Create pictures by carving or woodburning—make designs, etc., with gold foil—and tap out placques in shiny, colored metal!

- (A) Woodburning: one 7-in. Underwriters' Approved bakelite pen, cork grip and 55-in. rubber covered cord; 3 basswood placques (2, size 6½x4¼ in.; and one, size 9x3¾ in. with 1941 calendar).
- (B) Foil Writing: one interchangeable point; 4 rolls gold foil.
- (C) Wood Carving: one 6¾ in. carving tool (not a hammer) with 55-in. cord, 2 placques, size 4½x3¾ in. Sand paper.
- (D) Metal Tapping: one interchangeable point; 4 placques (2, size 3½x3 in. and 2, size 5½x3½ in.)

49 N 4743—18 Pc. 4-in-1 Combination Set. Shpg. wt., 2 lbs. 8 oz. **\$1.79**

Underwriters' Approved, 7-Inch Foil Writing and Woodburning Bakelite Pen; Cork Grip; 5 Extra Points. One each of Needle Point, Foil Writing Point, Embossing Point, Signature Point, Shading Point. **79c**

49 N 4739—Shipping weight, 7 ounces. **39c**

Set of 9 Woodburning or Carving Placques—All Different. **39c**

49 N 4702—Sizes, 4½x3¾ to 9½x8 in. Shpg. wt., 8 oz. **39c**

Regular \$1.50 Values! 2-in-1 Hobby Sets

Woodburning, Foil Writing

95c • 14-Pc. Set—Loads of Play Value!
• 2 Sets for the Former Price of One!

• Underwriters' Approved 2-Way Tool

• For 110-120-volt A.C. or D.C. If you've never tried woodburning before, try it now, with this set—and find out what great fun it is! Decorate the attractive book ends included, color them, and you have a fine present for someone! You can also personalize books, leather goods, etc. with gold foil decorations. 14-Piece set includes:

(E) Woodburning: 7-in. bakelite pen with woodburning tip, cork grip, 55-in. rubber covered cord, 4 wood placques make book ends 6¾ in. high with 5½x3 in. bases.

(F) Foil Writing: interchangeable point, 4 rolls of gold foil, 2 bottles of paint, brush, sheet of designs and letters. **95c**

49 N 4741—Shpg. wt., 1 lb. 13 oz. **95c**

Metal Tapping, Wood Carving

95c • 16-Pieces—For Hours of Fun!
• Two Great Hobbies in one Set!

• Laboratory Tested 2-Way Metal Tapping, Wood Carving Tool

• For 110-120-volt A.C. or D.C. Mother! Dad! Here's a smart gift idea! Give one of these sets to the youngsters—and see if they don't reward you with handsome wood carved and tapped metal placques for decorating your home! Intricate designs can be worked quickly and easily with this set!

(G) Woodcarving—One 6¾-in. electric carving tool with 55-in. rubber covered cord, 6 wood placques with outline designs (three, size 5½x3½ in. and three, size 4½x2½ in.)

(H) Metal Tapping—one interchangeable point, 3 metal placques with designs, size 3½x3 in. 1 paint brush, set of 3 paints, and sandpaper. In attractive box. **95c**

49 N 4740—Shpg. wt., 1 lb. 13 oz. **95c**



Cast and Paint Your Own American-Craft Toys!

Underwriters' Approved heating units, safe, non-spillable ladles, large non-warping molds.

\$4.00 Value Deluxe Set

\$2.69 One mold, 5¼x4 in. makes two-motored plane; other mold, 4x3 in. makes firing soldiers. Electric heating unit, 12¾-inch ladle, lamp, 3 wood handles, clamp, 4 bottles of paint and brush, mold clips and lead. Shipping weight, 7 lbs. 4 oz. **\$2.69**

49 N 4748

\$3.00 Value Thrift Set

\$1.79 Two 4x3-in. molds make soldiers firing, charging, on horseback. Electric heating unit, 12¾-inch ladle, smoking lamp, clamp, handles, 4 bottles paint and brush, lead. Shpg. wt., 6 lbs. 8 oz. **\$1.79**

49 N 4747

\$1.50 Bargain Set

95c One 6-figure mold makes firing soldiers. Electric heating ladle with separate stand, candle for smoking molds, clamp, 2 handles, one bottle of paint, brush, lead. Shpg. wt., 3 lbs. 8 oz. **95c**

49 N 4744

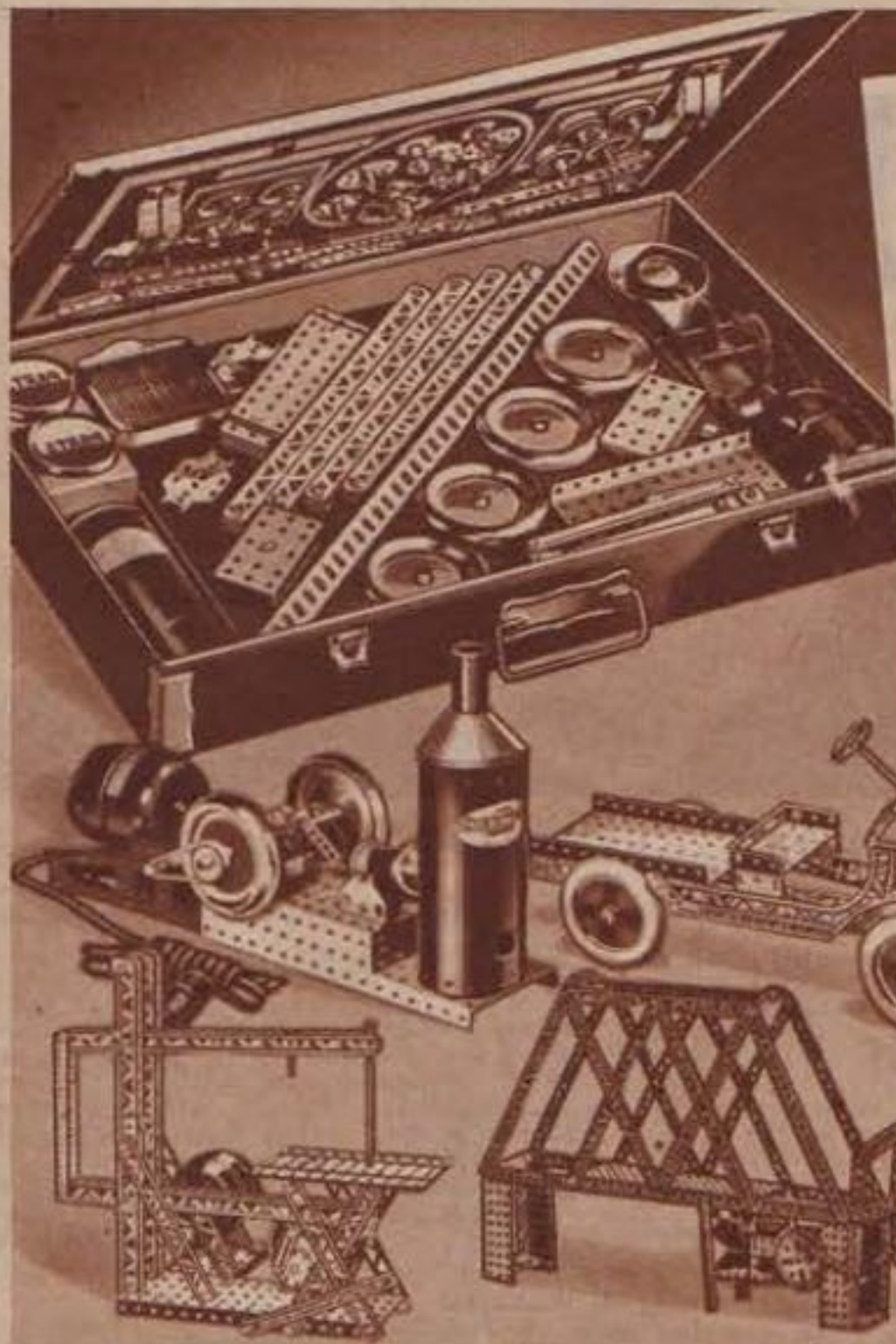
NEW Toothpick Engineering

\$1.79 • Any child who can read can build models of giant structures.
• Builds Bridge, High Tower, Fire Tower, Giant Swing

What pride you'll take in these natural-looking structures. Hours of absorbing play for children—a new hobby for adults! Inexpensive to maintain, too—merely buy more toothpicks or cement as needed. Includes 2 large boxes toothpicks, large tube Duco household cement, 5 full size guide plans, one 6-in. wooden dowel, toothpick-cutting pliers 6¼ in. long, instructions. Box 18x12x1½ in. **\$1.79**

49 N 4749—Shpg. wt., 2 lbs. 4 oz.

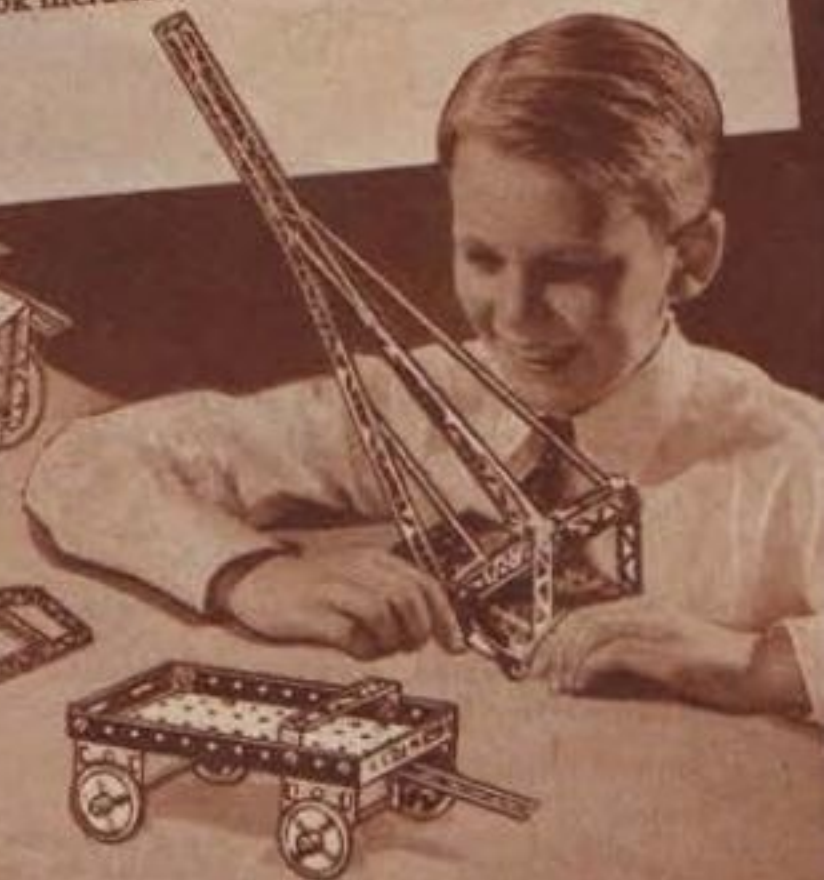
90 • SEARS, ROEBUCK AND CO. ♦



Famous GILBERT ERECTOR

Make Big Savings at Sears

- Educational... Scientific... Creative.
 - Instructive... Entertaining and FUN.
 - The Only Construction Toy that Builds Strong, Square Girders.
 - Pcs. for All Sets are Interchangeable.
 - Nationally Advertised—Save at Sears!
- Build 'em with Erector then watch 'em work! Wonderful models are possible with the larger Erectors... locomotives, portable steam plants, derricks that lift, draw bridges that open, and others! You'll feel like a real engineer! "How to Make 'Em" Book included.



Real 2-Way Telephones

\$279 Why shout? Why walk—when you can talk from room to room, from Wall Type house to barn, etc. on these real, battery operated telephones! Practical, lots of fun!

Master Cradle Phones

\$139 With turning dial, like those in offices. 2 crackle finished black metal phones, 8 in. long. Base 5 3/4 x 4 1/2 x 3 1/2 in. high. Button for ringing other phone. 50 ft. of bell wire. Requires 4 flashlight batteries; listed below. 49N4628—Shpg. wt., 3 lbs. 12 oz. \$2.79
20 N 4654—Flashlight Batteries. Shpg. wt., ea., 5 oz. Each.....4c

Low Price 2-Way Wall Phones

\$1.39 Two black, crackle finish metal phones, size 6x4 1/4 in. Switch operates signal coil. With 50 ft. bell wire. Requires 2 dry cells, listed below. 49 N 4605—Shpg. wt., 2 lbs.....\$1.39
20 N 4701—Dry Cells. Shpg. wt., ea., 2 lbs. 8 oz.....Each 35c

Young Engineers Want Erector Sets from Hall of Science

\$17.95 Giant Power Plant Set \$14.95

110-120-Volt Electric Motor Builds over 200 working models, including giant power plant. Universal A.C. or D.C. motor with reverse speed control. No batteries or transformers needed. Automotive parts, electric magnet, disc wheels, 2 boilers, girders, gears, etc. Steel carrying cabinet. 79N04607—Shpg. wt., 28 lbs. \$14.95

\$15.00 Super Automotive Set \$11.98

With 110-Volt Motor Builds over 180 action models. Gear box, wheels, boiler, automotive parts for trucks, fire engines, tow cars, cranes, trench diggers. Electric magnet for lifting. No batteries or transformers needed. Packed in steel cabinet. Shipping weight, 19 lbs. 79 N 04785.....\$11.98

\$10.95 Electric Lifting Magnet \$8.79

Set with 110-Volt Motor Builds over 160 large action models. Airplanes, derricks, etc. Gear box for reversing or "picking up" power. Needs no transformer. Complete with enameled, brass trimmed steel cabinet—keeps parts in orderly fashion. Shipping weight, 16 pounds. 79 N 04784.....\$8.79

110-Volt Motor Set Boiler, Gear Box

~~\$7.95~~ \$6.79

Builds over 125 models: locomotives, etc. No batteries or transformers needed. Sturdy steel cabinet. Shipping weight, 12 pounds. 79 N 04783.....\$6.79

Battery Motor Set

~~\$5.00~~ \$3.98

Builds 100 models. Use dry cells or transformer (not included). Reversing gear box. Box, 18x10x2 3/4 in. Shpg. wt., 6 lbs. 79 N 04780...\$3.98

Girder Set Builds 75 Models

~~\$2.50~~ \$1.98

Fine "starting" set for serious young engineers. No motor. Girders, red wheels all in colorful box, 18x10x3/4 in. Shpg. wt., 4 lbs. 49 N 4781.....\$1.98

Beginners' Builds 50 Models

~~\$1.00~~ 79c

Builds battleships, wagons, etc. No motor. Pulleys, wheels, girders in colorful box, 11 1/2 in. long. Shipping weight, 2 pounds. 49 N 4786.....79c

Only '2 Down Buys '10 to '17
Worth of Gifts... See
Page A in Center of Book



Explore the Wonders of Modern Chemistry with CHEMCRAFT Perform Hundreds of Experiments with Non-Dangerous Chemicals

The lad who "plays" with chemistry today may work with it tomorrow! It's an ever-

growing field of opportunity. Helps in school-work, too—and is fascinating fun besides!

\$2 Beginners' Set

Over 270 experiments and chemical magic stunts. 35 chemicals, pcs. apparatus. 2 manuals. Hinged cardboard box, 17 1/2 x 12 x 1 1/2 inches. Shipping weight, 3 pounds. 49 N 4733.....\$1.79

\$5 Laboratory Cabinet

New illustrators show how to combine elements into compounds. 450 experiments. 62 pcs. chemicals, equipment. Wood cabinet, 30x14 1/4 in. open. 2 manuals. Shpg. wt., 6 lbs. 79 N 04734.....\$4.45

\$10 Professional Type

New illustrators show many principles. 101 pcs. chemicals, apparatus. 4 manuals. 640 experiments, including chemical magic and electrolysis. Wood cabinet, 42x11 1/4 inches open. 79N04742—Wt., 10 lbs. \$8.95

Gilbert Polaroid Microscope Sets With Electric Sub-Stage Lighting

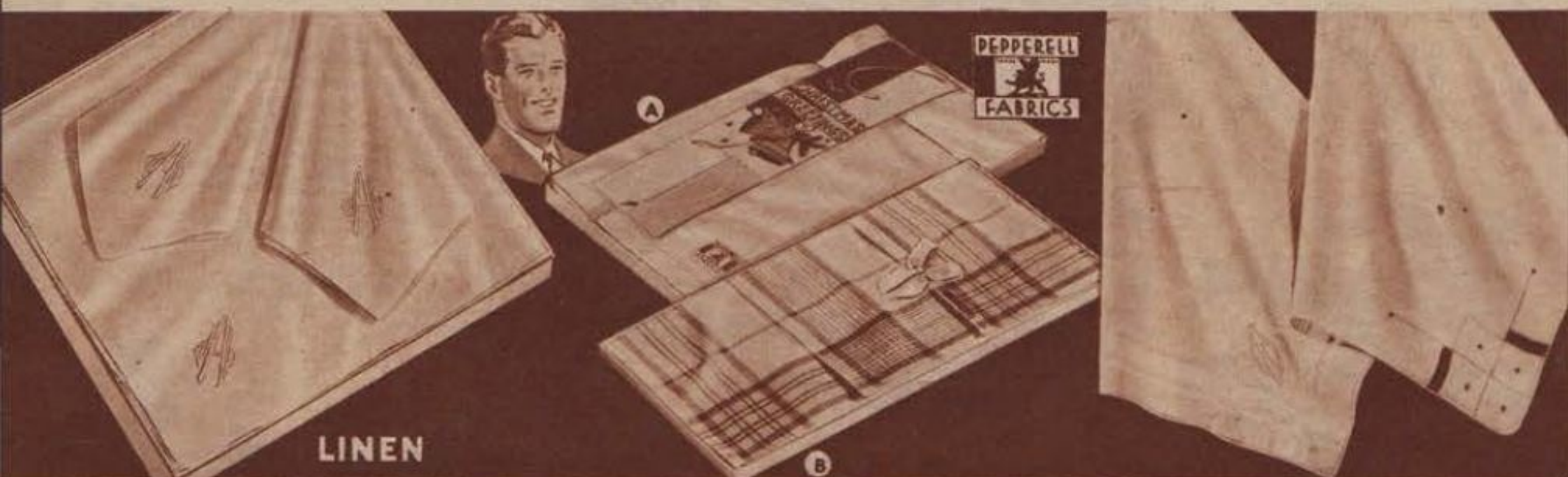
See actual colors and structures of objects invisible to the unaided eye. Instructions.

3-Lens Microscope

50, 90 and 210-power. \$4.45
38 pieces apparatus: mirror, slides, chemicals, etc. 213 experiments. Wt., 4 lbs. 12 oz. 49 N 4746.....\$4.45

200-Power 'Scope

With tilting device. \$2.98
21 pieces equipment: slides, chemicals, etc. Shipping weight, 2 lbs. 8 oz. 49 N 4745.....\$2.98



GIFT HANDKERCHIEFS—STYLED THE WAY MEN WANT THEM!

Embroidered Initial
3 in Box
79c
 Beautiful white Irish linen! Handsome white embroidered initials! He'll recognize their superior quality! Hand rolled hems. Size, about 17 inches square. Any initial except I, O, Q, U, V, X, Y, Z. Print initial wanted. Shipping weight, 6 ounces.
 25 N 2555
 3 in Gift Box.....79c

Pepperell
6 in Box
50c
(A) Lord Pepperell quality. $\frac{1}{2}$ in. hem-stitched hems. White combed cotton lawn. Abt. $17\frac{1}{2}$ in. square. Cellophane Christmas band. Shpg. wt., 7 oz.
 25N2556-6 in box. 50c

Colored Borders
3 in Box
23c
(B) Assort-ed fast color woven borders on firm white cotton. Neat, narrow hems. Size, about $16\frac{1}{4}$ in. square. Shpg. wt., 4 oz.
 25 N 2522
 3 in Box.....23c

Personalized
3 for
29c
 White satin striped borders on fine white cotton lawn. Appenzell blue embroidered initial. About 17 in. square. Any initial except I, O, Q, U, V, X, Y, Z. Print initial. Shipping weight, 3 ounces.
 25 N 2547—3 for.....29c

Pure Irish Linen
22c
 Each
 Hand applique, hand drawn corals and dots on white Irish linen. Rolled edges. About 17 in. sq. Asstd. designs. Colors: White with wash-fast Blue, or Red trim. State color. Shipping wt., 2 oz.
 25 N 2515—Each...22c



Make your gift packages attractive! Pretty rayon messaline ribbon with gleaming satin-like finish on both sides—Colors: Christmas Red, Bethlehem Blue (royal) or Green. State color and width. Shpg. wt., (hank), 6 oz.

25 N 1239
 $\frac{3}{4}$ inch width, 10 yards.....9c
 $\frac{1}{2}$ inch width, 8 yards.....9c
 $\frac{3}{4}$ inch width, 5 yards.....9c

Children's Prints! Three cute cotton hankies, size about $9\frac{1}{2} \times 9\frac{1}{2}$ in. Printed with Walt Disney's Mickey Mouse, Donald Duck, Pinocchio, etc. in washfast colors. Hemstitched hems. Assorted designs in bright colored Disney gift box. Shpg. wt., 3 oz.

25 N 2423
3 in Box....19c

Cedar Chest, 6 Hankies. An exciting gift! A real cedar chest, with six lovely handkerchiefs! Large chest overall size $10\frac{3}{4} \times 5\frac{1}{4} \times 4\frac{1}{2}$ inches. Firmly constructed, brilliant gloss finish. Embossed brass plated trimmings. Lock and key included. Useful as trinket box or for gloves, letters, hankies. Six white combed cotton lawn hankies with multi-color, hand loom embroidery and lace corner. Hemstitched. Size, about $10\frac{1}{2}$ inches square. Shipping weight, 1 lb. 11 oz.

25 N 2439
6 Hankies in Chest.....\$1.00

Hankie Dolls. Made of 3 Printed cotton hankies. Can be taken apart and used later. Gift box. Styles similar to illustration. 25 N 2435—Choice of (A) Clown, abt. 11 in. high or (B) Animal, abt. $7\frac{1}{2}$ in. high. State key letter. Shpg. wt., ca., 5 oz. Ea. 25c
 25 N 2432—(C) Doll, abt. $13\frac{1}{2}$ in. high. Shpg. wt., 13 oz. Each....50c
 25 N 2431—Not. ill. Doll, abt. 10 in. high. Shpg. wt., 5 oz. Each....29c



Holiday Assortment

Pretty as can be, but amazingly low priced... proving that a gift need not be expensive to be attractive. Women's gift assortment of sturdy cotton lawn hankies includes fast color prints, colored woven borders and a few plain whites. Will give plenty of wear. Size, about $10\frac{1}{4}$ inches square. Narrow, neatly hemmed edges. Six assorted styles to a package. Shipping weight, 3 ounces.

6 for
17c

25 N 2460.....6 for 17c



Neckerchiefs

2 for
19c
 Brilliant 4-color big sized cotton prints! Twenty-one inches square. Wear tied over your curls or tossed over your shoulders. Narrow hems. Washfast colors: Navy, Brown, Red or Green predominating. State color. Shipping weight, 3 ounces.

25 N 2474.....2 for 19c

Hand Loom Design!

3 in Box
18c
 Multi-color embroidered design looks exactly like expensive hand work! Sheer white cotton handkerchiefs with tiny hemstitched hems. Packed in gift box. About $10\frac{1}{2}$ in. square. Come in pretty assorted designs similar to illustration. Shipping weight, 5 oz.

25 N 2422 3 in box 18c



Men's Cotton Assortment

6 for 25c Amazing gift value! Special Christmas assortment of washfast colored woven borders, white satin stripes and all white handkerchiefs... each a style "he" wants. Some neatly hemmed, some hemstitched. Soft cotton. Size, about 16½ inches square. Shpg. wt., 6 oz.

25 N 2542.....6 Ass't. Styles 25c

Colored Initials for Him!

3 In Box 39c Personalized—just for him! Good-looking colored embroidered initials match smart woven borders. Fine white combed cotton... feels soft and wears exceptionally well. Narrow, neat hems. About 16½ inches square. Any initial except I, O, Q, U, V, X, Y, Z. **Print Initial.** Assorted washfast colors. Shipping weight, 4 oz.

25 N 2553.....3 in Gift Box 39c



Women's 4-Color Prints

6 for 55c Makes an exciting gift! Surprisingly inexpensive! Lovely floral prints in beautiful colors. Fine cotton, soft and sheer, with dainty rolled hems. Assorted patterns. Predominating washfast colors: Blue, Brown, Green or Wine. **State color.** Size, about 13½ inches square. Shipping wt., 2 oz.

25 N 2429.....6 for 55c

Perky Four-Color Prints

12 for 39c Brighten Up Every Costume

Each one prettier than the next! Imagine such a value! Twelve—a whole dozen—colorful handkerchiefs! A smart yet thrifty suggestion to top your Christmas list! You'd expect to pay more for patterns as full as these! The colors are richer, the designs prettier, the size larger than most hankies in this price range. Sheer cotton lawn with neatly hemmed edges. About 13 inches square. Assorted washfast designs. Shipping wt., of 12, 6 oz.

25 N 2409.....12 for 39c

A dozen gay Hankies she'd choose herself



Dainty Embroidery

Hand loom multi-color embroidery with cut-work. Buttonhole scalloped edges. Sheer white cotton opal cloth. About 10½ in. sq. Assorted designs. Makes a perfectly lovely gift! Gift boxed. Shipping weight, 5 ounces.

25 N 2430
3 in Box.....49c

Hand Embroidery!

An attractive present! Soft, fine white linen with delicate multicolor hand embroidery and applique. Hand-rolled hems. Assorted patterns. About 11 in. sq. Gift boxed...ready for your personal greeting card. Shipping weight, 5 ounces.

25 N 2437
3 in Box.....49c

Pretty Gift Box

A Christmas special! Sheer, white cotton lawn hankies. Delicately blended multi-color hand loom embroidery, with large venise type lace corner. Hemstitched hems. Abt. 11¼ in. sq. Assorted styles. Scenic gift box. Shpg. wt., 5 oz.

25 N 2459
3 in Box.....39c

Hand Colored Prints

Floral bouquets, hand colored, fine white cotton lawn handkerchiefs. About 11½ inches square. Tiny hemstitched hems. Assorted designs and colors. Beautiful gift box. Shipping weight, 5 oz.

25 N 2420
3 in Box.....27c

Embroidered Designs

Floral and petit point effect multicolor hand loom embroidery decoration, white linen handkerchiefs. Tiny hemstitched hems. Assorted designs. About 10½ in. sq. Shpg. wt., 5 oz.

25 N 2473
3 in Box.....29c

Clever HOME GIFTS

Gifts that are different and appropriate for everyone. Not only will they make someone happy at Christmas time, but they will have a lasting decorative value.



\$1.00

Complete Set

Yule Log Console Set

The Christmas Spirit in natural silver birch! Half-log centerpiece 10 in. long. 2 Stumps 3½ in. in diameter. Each piece decorated with green pine, cones, red berries, silver color leaves, artificial tree and 8-in. red candles. **Not Postpaid.**

71 N 4520—Centerpiece. Shpg. wt., 1 lb. 8 oz. . . . 55c

71 N 4521—1 Stump. . . . Shpg. wt., 1 lb. 4 oz. . . . 29c

2 Stumps. . . . Shpg. wt., 2 lbs. . . . 55c

71 N 4522—Complete Set. Shpg. wt., 3 lbs. 8 oz. \$1.00



← 59c

White Birch Log

© Give your favorite hostess this lovely centerpiece which will last far beyond the holiday season. 2 Paper-White Narcissus bulbs, planted in moss and topped with pearl shell chips, in natural 9-in. birch log. 2 red, 7-in. candles included. **Not Postpaid.** Shpg. wt., 2 lbs.

71 N 4500—Complete. 59c

Dutch Wooden Shoes

Ⓜ Real wooden shoes big enough for a 4 yr. old child to wear. Painted bright red, decorated with holly and red cellophane. Paper White bulb in each shoe. Planted in moss, pearl shell chips atop. Shoes imported from Holland. **Not Postpaid.** Shpg. wt., 1 lb. 14 oz.

71 N 4511—Pair. . . . 89c



Have Spring in Your Home All Winter Long! Beautiful Decorative Holders for Plants

\$1.59
Complete Set

Each and every item has distinctive charm . . . Each and every item does its bit to make your home a better place in which to live. "Old Man Winter" may roar Outside in a fury of snow and sleet, but Inside, these colorful glazed pottery animals will radiate all the warmth and cheer of Spring. 2 White enameled shelves 22x3½ in. supported by white enameled brackets, 21¾x7½ in. are attached to the window frame and this novel menagerie can then be arranged as you desire. These hanging shelves will not interfere with opening or closing the window. Why not buy the complete set and have a collection of which you can be justly proud? **Not Postpaid.** Plants not included with any items listed below.

(A) 71N4580—Yellow Cat. 2¾ in. high, 4½ in. long. Shpg. wt., 14 oz. . . . 15c

(B) 71N4581—Brown Dappled Horse. 5 in. long, 6¾ in. high, 2¾ in. wide. Shipping weight, 1 lb. 2 oz. . . . 27c

(C) 71N4582—Sad-Faced White Dog. 3¾ in. high. Shpg. wt., 11 oz. . . . 15c

(D) 71N4583—Blue Fish. 4½ in. long, 3 in. high. Shpg. wt., 12 oz. . . . 19c

(E) 71N4584—Colorful Love Birds. 5½ in. high. Shpg. wt., 1 lb. . . . 29c

(F) 71N4585—Lucky Pink Elephant. 3¾ in. high. Shpg. wt., 14 oz. . . . 15c

71N4588—Shelves and Brackets only. Shpg. wt., 2 lbs. 13 oz. . . . 59c

71N04586—Complete Window Shelf Set, with six plant receptacles as illustrated. (Plants not included). Shpg. wt., 9 lbs. . . . \$1.59



The Graceful Fawn

A cunning "eye-catcher" of yellow glazed pottery. Back is hollowed out to hold small plants or flowers. For mantle or tablepiece. 7 in. high, 5¼ in. long. Plant not included. **Not Postpaid.** Shpg. wt., 1 lb.

71 N 4627. . . . 39c



Seed Head

Just plant seed on this gentleman's bald pate, add water, and green "hair" will soon appear. Seed and instructions included. **Not Postpaid.** Shipping weight, 1 lb. 8 oz.

71 N 4625. . . . 25c

71N4625B—Extra Packet of seed. Shpg. wt., 1 oz. 10c



Log and Bulbs

3 Paper-White Narcissus bulbs in mottled white pottery bowl resembling log. Log is 7 in. long, 3½ in. wide, 3 in. deep. Shpg. wt., 2 lbs. 9 oz.

71N4635—Complete Set. **Not Postpaid.** . . . 42c

71 N 3250—Bulbs only. **Postpaid.** . . . 6 for 21c



Twin Cactus Bowl

A Mexican figure takes his siesta between two cacti. Green-white glazed pottery. Opening between bulb bowls, water can flow from one to the other. 7½ in. long. Two Paper White bulbs. **Not Postpaid.** Shpg. wt., 1 lb. 12 oz.

71 N 4663. . . . 35c



Christmas Corsage

Add a touch of gayety to your new Christmas outfit! Green pine with red berries and white tipped pine cones. Can also be used as ornament on gift wrapping and as part of your decorations. **Not Postpaid.** Shpg. wt., 3 oz.

71 N 3723. . . . 15c



White Cart

Enameled metal cart with red tray. 7-in. long. 2 Paper White bulbs and pearl shell chips. **Not Postpaid.** Shpg. wt., 1 lb.

71 N 4599. . . . 49c



Pottery Half Moon

Moonglow White. 7½ in. high, 8 in. long. With chain for hanging. Plants not included. **Not Postpaid.** Shpg. wt., 2 lbs. 5 oz.

71 N 4671. . . . 59c



Resurrection Plant

A symbol of "Peace on Earth, Good Will Toward Men". Place tightly rolled plant in water and fern-like foliage quickly unfolds. Artistic 6-in. diameter green bowl. **Not Postpaid.** Shpg. wt., 1 lb. 10 oz.

71 N 4642—Set. . . . 35c



A Vegetable Garden in Pottery

Novelties that are sure to be standouts! Friends will admire your taste. Plants not included. Items sold separately or as complete set. **Not Postpaid.**

(A) 71N4526—Red Apple. 2¾ in. high. Shpg. wt. 12 oz. . . . 19c

(B) 71N4525—Yellow Squash. 6½ in. long. Shpg. wt., 12 oz. . . . 19c

(C) 71N4527—Orange Pumpkin. 3 in. high. Shpg. wt., 13 oz. . . . 19c

(D) 71N4529—Green Pepper. 3¾ in. long. Shpg. wt., 12 oz. . . . 19c

(E) 71N4528—Orange Carrot. 7 in. long. Shpg. wt. 12 oz. . . . 19c

71N4530—Complete Set, Shpg. wt., 3 lbs. 12 oz. . . . 85c



Six-Piece Towel Sets, Exquisitely Boxed

- 2 Bath size, 22x44 in.
- 2 Hand size, 15x27 in.
- 2 Washcloths, 12x12 in.

\$2.50

A gift within a gift! Beautiful quality, absorbent cotton terry in bright reversible weave... lovely on either side! Packed in a serviceable see-thru plastic fancy hat-box.

Colors: Blue, Gold, Green, or Peach. State color. Shpg. wt., set, 2 lbs. 8 oz.

96 N 8720—6-piece Set..... **\$2.50**

- 2 Bath size, 22x44 in.
- 2 Hand size, 15x26 in.
- 2 Washcloths, 12x12 in.

\$1.39

Anyone would adore having this luxurious six-piece cotton terry towel set! Thick, soft, weighty. Solid colors with deep toned rope-style borders.

Colors: Blue, Dusty Rose, Green, Maize, or Peach. State color. Shpg. wt., 2 lbs. 3 oz.

96 N 8719—6-piece Set..... **\$1.39**

FOR OTHER
GIFT SETS
SEE OUR
GENERAL CATALOG

4-Pc. Set

79¢

4-Piece Matched Set

Usually \$1.00 or Over

- 2 Big size Bath Towels, 22x44 inches
- 2 Washcloths, 12x12 inches

The smartest gift set you ever saw at such a low price! Morning Glow towels with firm, thirsty cotton terry in luscious pastels with textured striped pattern. Much better quality than is usual at this price. Tied with delectable rayon satin ribbons, folded into an attractive flower-printed box, useful for many things.

Colors: Blue, Green, Maize, or Peach. State color.

96 N 8718—Shpg. wt., Set, 1 lb. 15 oz. 4-piece Set..... **79¢**

Washcloth Dolls

Plump little washcloth dolls! Unfold into six gay assorted color washcloths, size, 12x12 in. each. Sparkling cellophane wrapper can be removed without disturbing dolls (faces are paper prints). Good cotton terry. Shipping wt., 9 oz.

50¢
Each

96 N 8305—Boy. Ea... **50¢**

96 N 8306—Girl. Ea... **50¢**



Our Best, Heaviest Towels... Monogrammed

For the loveliest gift of all; give a matched set of these superbly beautiful monogrammed towels! Thick, spongy, finest quality absorbent cotton terry. White dobby-woven borders. The exquisite Solid Color towels come in choice of washfast colors: Blue, Gold, Green, Dusty Rose, Peach or Turquoise with White Monograms.

The All White towels have white dobby-woven borders and are monogrammed in choice of washfast colors: Red, Blue, Green or Black.

Monograms are 4 inches high, stitched circular style. Print initials in order wanted.

State Color of Towels. When ordering White Towels, also State Color of Monogram wanted.

Cat. No.	Size, In.	EACH	Wt.
96N8193M	25x48 Bath	94¢	1 lb.
96N8194M	16x28 Hand	54¢	7 oz.
Washcloth (not monogrammed)			
96N8195M	13x14 Washcloth	17¢	2 oz.
96N8196M	5-piece Set	\$2.25	2 lbs.
5-Piece Set includes 1 Bath, 2 Hand towels, and 2 Washcloths.			

Tufted Chenille Bath Mat Set

\$1.00

2-pc. Set

It's smart to give a practical gift, especially one as perfect as this! Deep, thickly tufted cotton Chenille in new two-toned raised design. Fluffs out like new after washing. Mat size, 18x32 inches. Standard size lid cover.

Colors: Two-tone, Blue, Dusty Rose, Green or Peach. State color. Shpg. wt., 1 lb. 1 oz.

96 N 8465—2-pc. set. **\$1.00**



6-Pc. Kitchen Set

—2 towels, size 16x32-inches **57¢**

—Potholder Set
—Dishcloth, 15x15 inches
Towels, 8% linen, balance cotton Washfast "Spring-time" print. 3-pc. matching oilcloth potholder set, striped dishcloth. Colors: Blue, Green, or Red. State color. Shpg. wt., 1 lb.

96 N 8721—Set..... **57¢**

Printed Towels

Flower-garden prints! Good quality, part linen (8%) and sturdy cotton towels in bright washfast colors. Neatly hemmed. Selvaged sides. Size, 16x31 in. Colors: Brown and Gold; Red and Green, or Red and Blue. State color. Shpg. wt., 10 oz.

96 N 8687..... **4 for 39¢**

SEE PAGE 2 FOR EASY TERMS

◆ PAGE 95 DOMESTICS

Give HIM a Gift He'll USE



Woodbury Special Men's Set 47c

A name he knows—a real thrift value. Contains small sizes of Woodbury's Men's Talcum, Shampoo, After Shave Lotion, Shaving Cream, and Woodbury's Famous Facial Soap. In Christmas gift box.

8 N 9932—Shpg. wt., 2 lbs. 8 oz. 47c

Folding Shave Stand \$1.00

For HIS shaving convenience. Contains shaving brush, removable shaving soap cup, and folding mirror stand. Chromium trim. Size, folded, abt. 5½x4x2 in. Shpg. wt., 1 lb. 12 oz.

8 N 6122.....\$1.00

Woodbury Gift Set 87c

A \$1.30 value! This is a gift men appreciate. Contains 2 cakes Soap, Shaving Cream, After Shave Lotion, Men's Talcum. Unique gift box. Shpg. wt., 3 lbs. 8 oz.

8 N 9678.....87c

Electric Shave Mirror \$1.00

Perfect light for shaving or makeup. Plug on side for electric appliances. 6-in. mirror. Ivory color. Rubberized cord. Bulb not included. Shpg. wt., 3 lbs.

8 N 1152.....\$1.00



Palmolive Gift Set 89c

Attractive gift that's really useful. Contains: Talc, After Shave Lotion, and Large Shave Cream. In artificial leather utility case. Shpg. wt., 3 lbs. 6 oz.

8 N 9974.....89c

Williams Gift Box 89c

\$1.25 value. 50c size Aqua Velva, After Shave Talc, Luxury Shaving Cream.

8N9930—Shpg. wt., 2 lbs. 89c

8N9769—Set with \$1 size, Aqua Velva, Shpg. wt., 3 lbs. \$1.29

Mennen's Gift Set \$1.09

\$1.35 value. Contains: Brushless or Menthol Iced (state choice) Shaving Cream, Skin Balm, Talc, and Skin Bracer. In gift box.

8N9933—Shpg. wt., 3lbs. 6oz. \$1.09

Palmolive Utility Kit \$1.49

Handsome smooth simulated leather travel case with Palmolive Shave Cream, Talc, After Shave Lotion, and Colgate Dental Cream. Size: about 8½x6x1¾ in.

8 N 9975—Shpg. wt., 2 lbs. 14 oz. \$1.49



Woodbury Thrift Set 23c

A neat, inexpensive gift. Contains small sizes of Woodbury Facial Soap, Shaving Cream, and After Shave Lotion. In an attractive gift box decorated in the holiday motif.

8N9695—Shpg. wt., 1 lb. 6 oz. 23c

Palmolive Special Set 49c

Set contains: Small sizes of Palmolive Talcum, Shaving Lotion, 2 tubes Shaving Cream, and Colgate's Dental Cream. In attractive Christmas gift box.

8 N 9677—Shpg. wt. 1 lb. 12 oz. 49c

Early American Set \$1.75

Old Spice Men's Set contains After Shave Lotion and Talc in crockery containers. In wood-grained paper box with Clipper Ship design.

8 N 9976—Postpaid... \$1.75

Fitted "Poc-Kit" 79c

Genuine leather cases complete with toilet articles he needs. Size: about 8x1x2½ in. Black or brown. State color.

8 N 9962—Shpg. wt. 10 oz. 79c



Tally-Ho Men's Set 59c

Contains Lavender Shaving Soap, in wooden bowl, After Shave Lotion, and Talc. In box with Old English scene.

8N9977—Shpg. wt. 2 lbs. 10 oz. 59c

Wings Men's Set 23c

An attractive, inexpensive gift. Shaving Soap in wooden bowl, Styptic Pencil, After Shaving Lotion.

8N9978—Shpg. wt., 1 lb. 10 oz. 23c

Humidor and Pipe Rack \$1.00

Onyx effect or black Tenite (plastic) finish. Glass bowl for ½ lb. tobacco. Moistener in top. Holds 6 pipes (not included). State finish.

8 N 7805—Shpg. wt., 1 lb. 12 oz. \$1.00

Ace Shaving Set 39c

Set contains Shaving Lotion, Talcum, and Shaving Cream. Packed in a masculine-looking gift box.

8N9649—Shpg. wt. 2 lbs. 2 oz. 39c



Genuine Meerschaum Pipe \$4.98

A gift to please the most particular smoker. Pipe has white hand carved bowl and genuine amber mouthpiece. Your choice of straight or bent stem. State choice. Plush lined leather case.

8N7801—Shpg. wt., 6 oz. \$4.98

Yardley Men's Set \$1.50

A distinctive gift. Contains famous Yardley English Lavender Shave Lotion and Talc. In gift box.

8N9982—Postpaid... \$1.50

Yardley Bowl

Famous lavender shaving bowl. Attractive gift. Postpaid.

8 N 9981. \$1.00

Old Spice Mug

Early American Shaving Mug with rich, creamy shave soap. In smart gift box. Postpaid.

8N9980. \$1.00

Initialed Shave Brush \$1.00

Give HIM this personalized gift. Triple-blended bristle brush with one engraved initial. Print initial. Set in rubber. In Rayon lined gift box.

8 N 09650—Shpg. wt., 6 oz. \$1.00



EACH IN AN
INDIVIDUAL
GIFT BOX

Handsome Oxford Cloth

\$1.55
Each
2 for
\$3.00

Real gift shirts! Combed cotton . . . Sanforized-Shrunk so fabric can't shrink over 1%. Good looking, soft button-down collar. Ties not included. Shpg. wt., ea., 1 lb. 2 oz.

Colors: White, Blue or Tan.
Half Sizes: 14 to 16 in sleeve lengths 32, 33, 34, 35 in.

Sizes: 16½ and 17 in sleeve lengths 33, 34, 35 inches.

33 N 64—State size, color, sleeve length.



Smart Rayon Stripes

\$1.29
Each
2 for
\$2.50

Give him TruPoint—invisible stays always keep its non-wilt collar flat! Mercerized cotton broadcloth, rayon striped. Sanforized-Shrunk (fabric can shrink only 1%). Tie not included. Shpg. wt., ea., 1 lb.

Colors: White, Blue, Green.
Half Sizes: 14 to 16 in sleeve lengths 32, 33, 34, 35 in. Sizes: 16½ and 17 in sleeve lengths 33, 34, 35 in.

33 N 71—State size, color, sleeve length.



Hollywood Collar

\$1.69
Each
2 for
\$3.29

The shirt for his casual hours! Finest cotton gabardine, Sanforized-Shrunk so fabric can't shrink over 1%. Seamless widespread collar. Buttoned pockets, pleated sleeves, gathered back. Tie not included. Shpg. wt., ea., 1 lb. 7 oz.

Colors: Blue, Brown or Green.

Half Sizes: 14 to 17.

33 N 376—State size and color.

They're Sanforized-Shrunk...They're Gift Boxed Collar and Cuffs Guaranteed to Outlast the Shirt

For Sears Easy Terms See Page A, in Center of Book

94c EACH
3 FOR
\$2.75



Neat Non-Wilt Collars Need No Starch

If the collar and cuffs don't outwear the shirt . . . we'll give you a new shirt at no extra charge! Plain white in combed, mercerized cotton broadcloth, patterns in fine cotton shirtings . . . both Sanforized-Shrunk (maximum fabric shrinkage only 1%). 4-hole ocean pearl buttons, pleated sleeves and backs.

Half Sizes: 14 to 16 in sleeve lengths 32, 33, 34, 35 in. Sizes: 16½ and 17 in

sleeve lengths 33, 34, 35 in. State size as well as sleeve length. Shpg. wt., each, 1 lb. 2 oz.; 3, 3 lbs. 4 oz.

33 N 60—Plain White

33 N 61—Figured Patterns in

Blue, Tan, Green. State color.

33 N 62—Striped Patterns in

Blue, Gray, Green. State color.

94c
Each

3 for
\$2.75

◇ PAGE 97 MEN'S WEAR

CHRISTMAS TIES

HE'LL REALLY WEAR

55c
EACH

2 FOR
\$1.00



EACH TIE IN
A GIFT BOX



He'd Pick These Himself!

Fine rayon fabrics, glowing with all the color men like in their neckwear! Resilient construction, with soft all wool linings that help resist wrinkling. Patterns similar to those illustrated. They're ties he'll choose when he wants to pick the best off his rack! At this price you can afford to give him two at one time!



Newest Figures and Stripes (Fabric Described at Left)

Group A . . . Figured Patterns—Bold outline figures on distinctive self-patterned grounds. Copied from fine ties you often find in exclusive men's shops.

Group B . . . Striped Patterns—Smart stripes set off by dark colored grounds.

Colors: Blue, Maroon, Gray, Brown, Green.

33 N 8400—State group letter and color. Shipping wt., ea., 3 oz. . . 55c 2 for \$1.00

Exceptionally Good Looking (Fabric Described at Far Left)

Group C . . . Rayon Satin, Brocaded Patterns—Rich, soft all-over brocade patterns.

Group D . . . Persian Patterns—Shaded backgrounds with beautiful all-over designs.

Group E . . . Rayon Satin, Ombre Patterns—Brocaded figures on soft ombre grounds.

Colors: Blue, Maroon, Green or Brown.

Christmas Comes But Once
a Year! Give Him the
Best! For Easy Terms See
Page A in Center of Book



ALL PAJAMAS IN
GIFT BOXES



Outstanding Gift Pajamas

\$1.19
Suit

2 for \$2.29

(L) Paisley Pattern
Notch collar style.
Colors: Blue, Maroon or Green.
State color
33 N 992

(M) Imperial Crest
Smart embroidered crest on pocket.
Military collar.
Red only
33 N 993

Pajama Sizes: A (34 to 36 inch chest), B (38-40), C (42-44), D (46-48). State size letter. Shipping weight, a suit, 1 pound 6 ounces; of two, 2 pounds 11 ounces.

Fine "Nobility" Broadcloth

\$1.79
Suit

2 for \$3.49

Look at these features and you'll see why we say they're \$2.98 values! Combed cotton broadcloth in the bold blazer stripes that look so well . . . mercerized and vat-dyed so the lustrous, brilliant colors will keep their sheen and freshness. Cut big and roomy with stretchy elastic inserts in trouser waists. A gift that can't fail to please him this Christmas!

Colors: Blue, Maroon or Green.
33 N 994—State color wanted.

The Sweetest Gift of All!



DELUXE QUALITY

Chocolate Nut and Fruit Assortment

Just the kind of a lovely surprise Mothers, Sisters and Sweethearts will enjoy most! This excellent selection includes crisp almonds, tasty filberts and pecan clusters and big meaty brazil nuts. Then, too, you get luscious cordial cherries, selected pineapple tidbits, sun-ripened dates and many other enticing delicacies. Altogether there are over 150 large, luscious pieces in the 5-pound box, each thickly coated with rich velvety-smooth light and dark chocolate. Everyone will be delighted with the rich tastiness of this select holiday treat, so make a list of those you want to please most this Christmas and send them each a box. It's a gift you'll give with pride. And don't forget to include one for yourself. Comes in a beautiful gift box. Shpg. wts., 6 lbs.; 2 lbs. 12 oz.; 1 lb. 8 oz.

8 N 7983 5-lb. Box... \$1.98 8 N 7985 2-lb. Box... 95c 8 N 7984 1-lb. Box... 49c

Chocolates are the gift of remembrance, so give plenty of them. See Page A, Center of Book for Easy Terms.



5-LB. BOX
\$1.98



5-LB. BOX
\$1.49

Delicious Holiday Chocolates

The popularity and taste appeal of these fine chocolates has been proved time and time again. Downright GOOD Candy—from delicious nougats, crunchy nut tops, creamy caramels and fruit-flavored creams and clusters to rich chocolate dates. The heavy chocolate coating blends with the delicious centers to make each piece an invitation to another. You can't go wrong on this "kitchen-fresh" confection as a present with sure acceptance. Every ingredient has been carefully selected for top purity and wholesomeness and the prices are amazingly low. Packed in a beautiful Christmas box. Makes an ideal Holiday gift for HER. Don't forget that all Sears candy is sold on a "satisfaction or your money back" guarantee, so order with confidence. Shpg. wts., 6 pounds; 2 pounds, 12 ounces; 1 pound 8 ounces.

8 N 7927 5-lb. Box... \$1.49 8 N 7928 2-lb. Box... 73c 8 N 7925 1-lb. Box... 39c

3-Drawer Utility Box and 3 lbs. Deluxe Chocolates

Here is the Christmas gift you will be proud to give. Beautifully embossed 3-drawer Maroon and Ivory color box in distinctive leather-effect. Each drawer is packed with delicious chocolates in the following varieties: creams, caramels, nougats, jellies, bon bons, and French creams. Box can be used for letters, stockings, hankies, etc. after the candy is eaten. Shpg. wt., 4 lbs.

8 N 7988—Box and Candy... \$1.98



\$1.98



5-LB. BOX
\$1.19

Dainty Miniature Chocolates

Mmm-m! Tiny, "melt-in-your-mouth" miniatures—68 to the pound. Over 2 times as many pieces as in a regular size assortment. Each little taste treat is covered with thick, rich chocolate. Assortment includes luscious peppermints, raspberry and coconut creams; brittle nut crisps; chewy nougats and caramels; smooth vanilla creams, and mellow chocolate puddings. Dainty enough to be that "special" gift for HER... variety enough to please the whole family... and economical enough to meet your budget. That's why it makes a perfect gift combination. Shpg. wts., 6 lbs.; 2 lbs. 12 oz.; 1 lb. 8 oz.

8 N 7971 5-lb. Box... \$1.19 8 N 7972 2-lb. Box... 49c 8 N 7973 1-lb. Box... 25c



5-LB. BOX
79c

5 Lbs. Good Chocolates

Here's another splendid value... both in taste and economy. You can easily afford to buy several boxes of these tasty assorted chocolates for your friends because they cost less than 16c a pound. We believe they'd cost you far more elsewhere. A grand selection of caramels, nougats, nut clusters and fruit-flavored creams... all coated with smooth delicious chocolate. Packed in a colorful Christmas box. An ideal Yuletide remembrance. Shipping weight, 6 lbs.

8 N 7924—5-lb. Box... 79c

Genuine Cedar Chest With 1-lb. of Chocolates

Here's a unique gift—an attractive natural red cedar chest with a pound of delicious chocolates included. When the candy is gone she can use the chest as a handkerchief or hosiery box, or for precious keepsakes. It has a real lock and key. Any woman will be delighted to receive a gift like this.

Shpg. wt., 2 lbs.
8 N 7986—Chest and 1 lb. of Chocolates... \$1.00



◆ PAGE 133 CANDY



Special Offer!

50 Empty Boxes Included With Each Order for 3 Pails of Candy

Take advantage of this special offer for church, school or lodge Christmas parties—50 bright, colorful empty candy boxes for repacking, included with each order for 8N07872 (30 lbs.) of candy shown at left.

10 lbs. Delicious Holiday Candy

\$1.49

In a 10-Quart Galvanized Pail

- Delicious Golden Brown Peanut Brittle
- Old-Fashioned Creamy Chocolate Drops
- Sugar Coated Fruit Flavored Gum Drops
- Crunchy Hard Candy in Assorted Shapes
- Tempting, French Cream Bon Bons

HERE IT IS! A thrifty way to buy your Christmas Party candy—a big pail full of your favorites! Enough for the whole family—for the entire Holiday Season—at a bargain price. Just think—a big sturdy 10-quart galvanized pail that's always useful around the house PLUS a grand selection of KITCHEN-PURE candy—so wholesome the family can eat all they want. Really two big bargains in one! Save money at Sears on your Holiday candy.

10 Lbs. Candy in 10-Qt. Pail. Shpg. wt., 15 lbs.

8 N 07959 **\$1.49**

30 Lbs. Candy (3 Pails) and 50 Empty Candy Boxes

8N07872—Shpg. wt., 50 lbs. **\$4.39**

Christmas Stocking 49c

The answer to Santa's letter! For real excitement nothing has more to offer than this big surprise Christmas stocking. Made of colorful red net and cellophane, and jammed to overflowing with toys, candy and nuts to delight the heart of any child. Contains a mechanical metal auto, an interesting story book, a big Christmas tree lollypop, a Tom, Tom the Piper's Son bank, 4 gold covered chocolate coins, a big popcorn ball, and lots of tasty assorted hard candy and nuts. It's a big present, yet priced so low you can buy several for a jolly surprise on Christmas morning. The toys will last long after Christmas is gone.

8 N 7931 Shpg. wt., 2 lbs. 4 oz. **49c**



5 lbs. Hard Candy in 4-Qt. Aluminum Kettle \$1.39

Mother will be thrilled with this ideal 2-in-1 gift: a good quality 4-quart polished aluminum kettle packed with a delicious assortment of fine-flavored hard candy. The kettle has a "clamp-on" strainer lid and straight sides for quicker heat—needs less fuel. Assortment of pure, wholesome, fresh candies includes all your special favorites. May be included in an Easy Terms order—see Page A center of book. Shipping weight, 7 pounds.

8 N 7956—5 pounds Candy In Kettle..... **\$1.39**

3 lbs. Hard Candy 49c

A truly delicious assortment of shimmering satin finish crimped ribbon candy, chips, fruit drops, waffles, and cut rock candy with clever little inner designs. An ideal gift and is equally nice to have around the house during the Holiday season.

Shpg. wt., 3 lbs. 12 oz. 8 N 7969—3-lb. Box..... **49c**

60 Candy Tree Ornaments 55c

The youngsters will really enjoy these colorful marshmallow tree ornaments that hang on the tree by their paper loops. They add a bright, cheery appearance to your Christmas tree. The big box of 60 pieces contains pink-and-white Santas and red, yellow and green bells and stars.

Shpg. wt., 3 lbs. 8 N 7932—60 pieces. **55c**



3-lb. Tin of Hard Holiday Candy 69c

Here's a welcome gift—tempting hard candy in a colorful gift tin. Four delicious varieties—black walnut chips, assorted chocolate filled straws, tiny hard bridge mix, and assorted all-filled sugar-shells. An appropriate gift for Christmas and other special occasions because this assortment is a favorite with everyone.

Shpg. wt., 4 lbs. 8 N 7952—3-lb. Tin. **69c**



AMERICA'S FAVORITE CHOCOLATES Sensational Value

3 Pounds
\$1.00

There are reasons why this is America's Favorite and those reasons are—**Quality—Variety—Beauty of Package.** It is the very best 3-pound box of candy Sears have ever sold at this price. A delightful assortment of the most luscious, smoothly blended chocolates you've ever tasted, together with fruit nougats, bon bons, nut clusters, creamy caramels and other delightful candy treats. Forty different varieties—all hand dipped and hand rolled. Equal in quality to the expensive candies made by famous confectionery kitchens. Packed in a beautiful American Beauty Rose metal box for a gorgeous gift.

8 N 7921—Shpg. wt., 4 lbs. 3 lbs. Candy... **\$1.00**



Santa says

"For a Real Taste Thrill and Economy, Too
Buy Sears Fruit Cakes"



3 lbs.

"BEST BUY"
in Christmas
Gift Package

\$1.00

Ⓐ A gift special to round out your Christmas list! Not the ordinary spice cake usually sold at this price... but a real fruit cake of finest kitchen-pure ingredients. Full of choice fruit and nuts... big, red cherries, candied fruits, raisins and crunchy pecans... all blended to make an irresistibly tangy cake. Come in a beautifully decorated metal gift box. Be sure to order enough for the entire Holiday Season. Shipping wt., 4 lbs. **\$1.00**

8 N 7948—3-lb. Fruit Cake... **\$1.00**

5 lbs.

Our Finest
in Beautiful
Gift Tin

\$2.98

Ⓑ Made from an old English recipe—moist and flavorful as if aged for months. Has all the mellow goodness and spicy flavor of cakes selling for much more. Chock full of nuts and fruits—whole red cherries, glazed pineapple, orange peel, raisins, citron and pecans. Makes a perfect after-dinner treat. Packed in beautiful metal gift box. Shpg. wt., 6 lbs. 10 oz. **\$2.98**

8 N 7946—5-lb. Cake... **\$2.98**

5 lbs.

Fine Quality
in Decorated
Gift Tin

\$1.98

Ⓒ You can't buy a better cake at this price. Second only to Our Finest fruit cake (B) at left. Full of nuts and fruits including cherries, raisins, pineapple, citron and pecan meats. In decorated metal gift box. Shipping wts., 6 lbs. 10 oz.; 3 lbs. 4 oz. **\$1.98**

8 N 7945—5-lb. Cake... **\$1.98**
8 N 7944—2-lb. Cake... **89c**

5 lbs.

Good Quality
Rich, Tasty,
Wholesome

98c

Ⓓ A real fruit cake, with lots of fruit and nuts... cherries, raisins, lemon and orange peel, and tasty nuts, all mixed in a spicy batter. An unusual value at this price. Cellophane wrapped and boxed. Shpg. wts., 5 lbs. 14 oz.; 2 lbs. 8 oz. **98c**

8 N 7937—5-lb. Cake... **98c**
8 N 7912—2-lb. Cake... **49c**

SEARS, ROEBUCK AND CO.

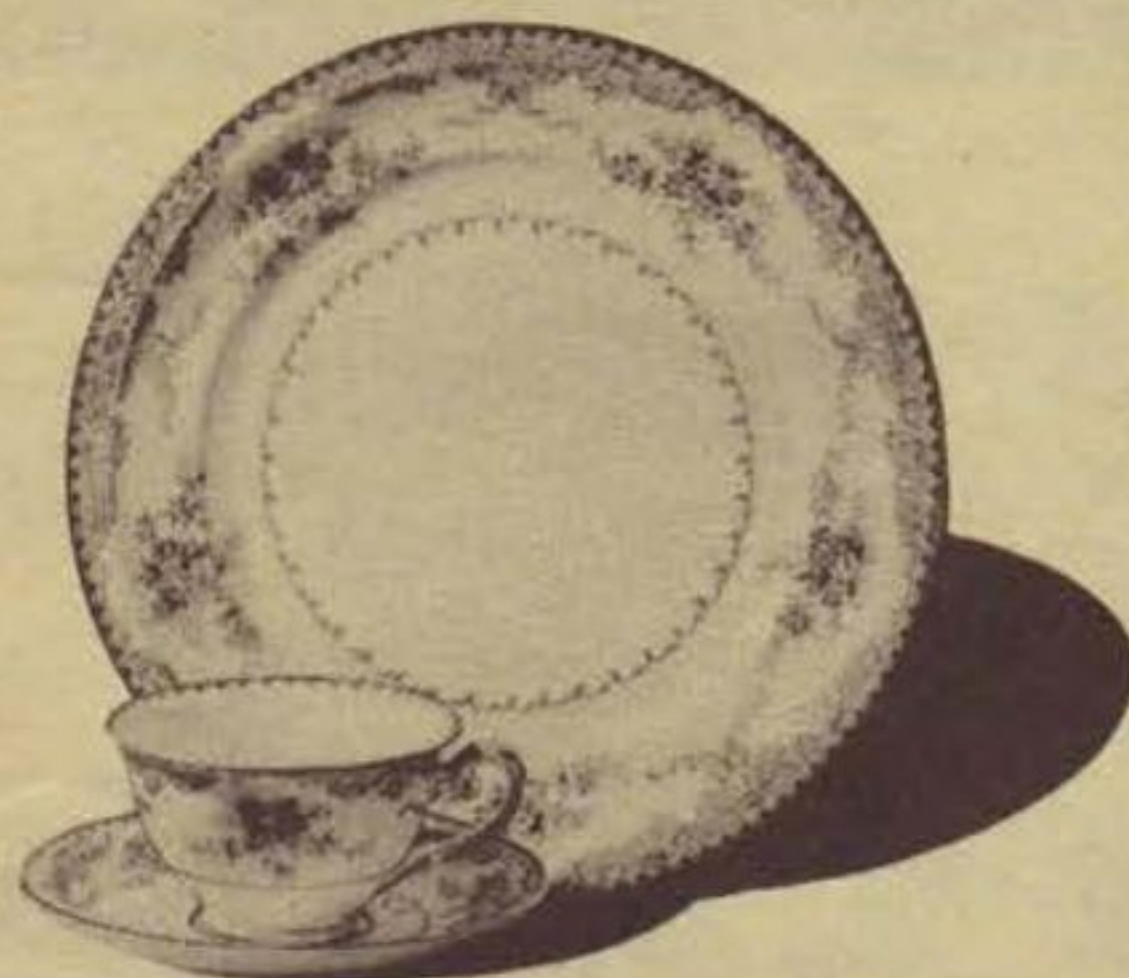
Easy Terms

DON'T FORGET! Imported china can be bought on Easy Terms, too, in orders of \$10 or more. Buy it on sale to use during the holidays... pay for it monthly! See Page A in Center of Book.

Christmas Sale!

FINE IMPORTED CHINA

15 Carloads Bought to Make This the Outstanding Sale in Sears History!



Derby

32 Pc. Set WAS \$11.98 **\$8.39** 53 Pc. Set WAS \$18.98 **\$12.98**

It's colossal... stupendous... and unbelievable... when genuine china prices are cut to the quick! Finest quality, snow white translucent china imported from the famous Meito potteries in Japan! Dainty pastel nosegays against wide ivory rim... red and tan scroll border. Gold edge line on plates; Gold tracery on handles, knobs.

35 N 04901—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$11.98. NOW ONLY... **\$8.39**

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO **\$2.49**

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$18.98. NOW ONLY... **\$12.98**

35 NM 4901—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. Was \$34.95. NOW ONLY... **\$23.98**

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. Was \$37.95. NOW ONLY... **\$24.98**

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

K 6448 MN 10-16-40

SALE ENDS DECEMBER 24, 1940



Ogden

32 Pc. Set WAS \$8.98 **\$6.39** 53 Pc. Set WAS \$14.98 **\$9.39**

We've slashed the bottom right out of the market to bring you imported dinnerware at huge savings! Deep red and tan border and softly colored floral sprays glow against rich Ivory colored rim. Fine quality genuine translucent pure white china imported from Japan. Gold edge on all pieces. Handles and knobs half covered with coin Gold.

35 N 04902—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$8.98. NOW ONLY... **\$6.39**

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO **\$1.69**

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$14.98. NOW ONLY... **\$9.39**

35 NM 4902—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. Was \$25.95. NOW ONLY... **\$17.98**

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. Was \$28.95. NOW ONLY... **\$18.98**

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

Printed in U. S. A.

SEARS, ROEBUCK and CO.

Christmas Sale!

LOWEST PRICES IN SEARS HISTORY

FINE IMPORTED CHINA

Prices Reduced as Much as 36% From Our Big Catalog



Annette

32 Pc. Set WAS \$9.98 **\$7.39** 53 Pc. Set WAS \$16.98 **\$12.39**

Absolutely unheard-of give-away prices for genuine imported china of this superior quality! Richly ornamented with clusters of roses in a tan and green border on wide ivory colored shoulder. Fine quality white translucent china made in the world famous Meito kilns of Japan. Every piece edged with Gold... handles and knobs half-covered with coin Gold.

35 N 04835—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$9.98. NOW ONLY... **\$7.39**

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO **\$2.19**

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$16.98. NOW ONLY... **\$12.39**

35 NM 4835—State Set (A) or (B). Not Mailable. 93-Piece (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. Was \$29.95. NOW ONLY... **\$22.98**

93-Piece (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. Was \$32.95. NOW ONLY... **\$23.98**

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

SALE ENDS DECEMBER 24, 1940



Patrician

32 Pc. Set WAS \$7.98 **\$5.39** 53 Pc. Set WAS \$12.98 **\$7.39**

The standout bargain in an outstanding sale... that's Patrician! It's fine, snow white, translucent china imported from Japan! Wide ivory band covers shoulder and extends into center of plate. Flowers in pastel tones of rose, blue and yellow decorated border. Gold edge lines and Gold trimmed knobs and handles add final touch of richness.

35 N 04889—State Size of Set. Mailable.

32-Piece Set. Service for Six. Shpg. wt., 23 lbs. Was \$7.98. NOW ONLY... **\$5.39**

Sugar and Creamer. Shpg. wt. 3 lbs. REDUCED TO **\$1.29**

53-Piece Set. Service for Eight. Shpg. wt., 42 lbs. Was \$12.98. NOW ONLY... **\$7.39**

35 NM 4889—State Set (A) or (B). Not Mailable. 93-Pc. (A) Set. Service for 12 with Soup Plates. Shipping weight 76 pounds. Was \$22.95. NOW ONLY... **\$13.98**

93-Pc. (B) Set. Service for 12 with Handled Cream Soup Cups. Shpg. wt., 76 lbs. Was \$25.95. NOW ONLY... **\$16.98**

See Big Catalog or Write for Open Stock Prices and Set Compositions. See Page 23 for other dinnerware!

SEARS, ROEBUCK and CO.